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# PRINTERS' INK

*A JOURNAL FOR ADVERTISERS*

12 West 31st Street, New York City

VOL. LXXXI

NEW YORK, OCTOBER 17, 1912

No. 3

The late W. Shakespeare told us how  
"enterprises of great moment lose the  
name of action."

W. S. must have met some men who  
were like our almost advertisers of to-  
day—men of ability and capital who  
say "we are too busy now" or "too dull  
now" and who, like travelers who go  
around the world in opposite directions,  
reach the same place at last. In the  
present case it too often is the House  
of Never.

To say what should be obvious, but often-  
times seems not, advertising is an everyday  
affair rather than an occasional indulgence.  
The man who gets out of it what really is in it  
counts it as a continuous force and endeavors  
to have it working for him all the time.

In other words something good awaits the  
advertiser who sees and seizes the fact that  
"Keeping Everlastingly At It Brings Success."

**N. W. AYER & SON**

**Philadelphia**

New York

Boston

Chicago

Cleveland

THE NEW YORK PRESS

# NEWSPAPERS MUST TELL THEIR REAL CIRCULATION

Wickersham Holds New Law Requires Them to Divulge  
Entire Number of Paid Copies Distributed,  
in Bulk.

## Don't Buy A Pig In A Poke!

You are not asked to be satisfied with guesses, say-so's or even "sworn statements" when buying New York car card circulation.

The Public Service Commission of the First District issues an official report which gives the exact number of passengers carried on the cars in which your cards are displayed. No other medium can offer you a circulation statement from a source so high and impartial.

The fact that you *always know* exactly for what you are paying, is only *one* of the many reasons why you should use the card and poster space on the Subway and Elevated Lines of New York and the Brooklyn Rapid Transit System.

These systems embrace the great rapid transit lines which carry all of New York's FAR RIDING, "Time-to-Read" passengers—people who ride from twenty to sixty minutes and have ample time to study the advertising.

Observe the class of advertisers who use our medium. They remain with us year after year and their judgment is well worth your consideration.

Shall we call?

50

Union Square

WARD &amp; GOW

New York

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1898.

VOL. LXXXI

NEW YORK, OCTOBER 17, 1912

No. 3

## HOW TO GET THE DEALER TO PUSH YOUR LINE

THE PRIME ESSENTIAL IS TO SEE  
THE RETAILER'S SITUATION FROM  
THE RETAILER'S STANDPOINT—  
DAY IS GONE BY WHEN EVEN  
ROAD EXPERIENCE IS ENOUGH  
FOR SALES OR ADVERTISING MAN-  
AGER WHO WISHES TO REALIZE  
ALL HIS OPPORTUNITIES—SELL-  
ING IS SETTLING DOWN TO SERV-  
ICE AND CO-OPERATION

By Frank L. Reed,

Sales Manager of Grosset & Dunlap,  
New York, Reprint Publishers of  
Popular Fiction.

[EDITORIAL NOTE.—Mr. Reed's idea is that, contrary to tradition, books should be merchandized in the same way as other commodities, and the methods he has employed in doing it would be accounted progressive in any business. PRINTERS' INK of August 31, 1911, described some of the methods, more especially those relating to advertising, and told of the striking results. This article describes others in their larger and more fundamental aspects.]

Up to about a year ago one of the large cities in the East was for us an unsatisfactory territory. True, our dealers there sold a lot of our goods, but they did it at cut prices. The small margin of profit that was left naturally did not make them as enthusiastic supporters of our selling plans as the full profit generally does of dealers in other places. But as often as I took up the matter with my salesmen I was reminded that the city was known as a cut-price community and that it was impossible to do anything else than acquiesce in the situation.

We let the matter drop for the time being, but when business at length took me to the city, I called on the leading dealer, and in the course of conversation brought up the subject. I made no special effort to combat his

views on price-cutting, or to impress my own, but simply put the subject into the front part of his mind and left it there with a big question.

Two or three days later, when I got back to the office, I looked up the account for that store and wrote the proprietor somewhat as follows:

"Since talking with you, I have given a lot more serious thought to this matter of the dealer's getting his full profit—getting all that belongs to him—of *your* getting all that belongs to *you*. I know that you are not sacrificing your profit without a very firm conviction that it means more sales and more profit in the end.

"But have you thought of this? Your sales of our books last year were about 15,000 books. I assume they were sold at the cut rate of 44 cents. If you did, there is a straight loss of \$900 for the year. How many customers bought at 44 cents who would not have bought anyway at 50 cents? In my opinion, mighty few. If that is true, then that is \$900 sacrificed to a theory.

"Supposing you had taken this \$900 and put \$500 of it in your pocket and the rest, \$400, into advertising that would have helped both books and general stock, would you not have been a great deal better off?"

"Isn't it worth looking into?"

We heard from him a week or so later. He not only had put the resale price back to the standard figure himself, but he had gone out and persuaded every other dealer in the city who handled our books to do the same.

And that is not the whole story. We heard from him again only a few days ago. He gave me his report for the year following that action of his. In that time he had sold many more of our books than he had during the year previous, and had sold them at the full retail price. He had put away some of this salvaged profit, and had spent the balance in local newspaper advertising which had stimulated not only his book department but the general line as well.

And out of this many more

than 15,000 book buyers there were just four who cared enough about the difference of six cents a volume to complain!

A large part of this slashing of prices is due more to bad feeling in the trade than it is to any strong desire for or need of stimulating trade.

We had a letter a few weeks ago from the proprietor of a general store in a Middle Western city. The merchant wrote that a competing bookseller in the same town had cut the price of our books to 47 cents and if this competitor would not restore the price to the prevailing price in that city, he would consider himself free to make any price he saw fit.

We wrote to that second merchant and advised him of the objection to his low price, asking him if he would not put it up to the prevailing price at least, and also asking him if he would not restore the full retail price of 50 cents provided all of the other booksellers in town consented to do so.

His reply was full of defiance to the first merchant. He wanted to start a further price-cutting campaign to "give him all he wanted." In a postscript, however, he expressed his willingness to maintain the full price, if every one else did.

We wrote the other merchants, among others the first one who had complained. Our salesmen had told us over and over again that it was an absolute impossibility to do anything with the situation in this city.

Well, we wrote him and last week got his reply. He was perfectly willing to maintain prices if everybody else would—his profit was just as good to him as it was to anybody else, and he was not willing to lose it unless there was a chance to make more out of it.

The other merchants will come in and we shall have the whole city straightened out before long.

Our report shows three other retailers to have restored the full price during the past month. We are surely if slowly, here a

little, there a little, getting up to the ideal condition of a uniform price that will insure a reasonable profit.

We have used no club to do this. We have done it entirely by appealing to the retailer's own interests. And we have done it because we conceive that the permanence of a full profit for the retailer is just as much a part of the duty of the manufacturer and of his sales force as is the taking of orders. In fact, the orders depend upon it, and when there is no maintenance of prices glib salesmanship can only postpone the evil day when the sales begin to slump.

Because a permanent full profit is a *guarantee of dealer co-operation*. The dealer has respect for a manufacturer who can keep his forces up. He is ready to listen to his advice. And he is always eager to multiply the bigger profit. If his interest falls off when the price is cut to a fraction, it grows by leaps and bounds when the profit is pushed up.

We have countless examples of the truth of this. One of our men went up the river and labored with a merchant in one of the old Dutch towns up there as to the wisdom of restoring the full price. Eventually we got him and his competitors in line, whereupon he immediately began to take a lively interest in the very propositions for dealer-co-operation he had previously turned a deaf ear to. In this way he increased his book business ten times over in one year. Some of it came out of less progressive competitors, but a considerable proportion of it was created out of that part of the public which had not been in the habit of buying books of any kind.

We had another instance this year of the effectiveness of this policy of persuading the dealers to maintain prices. We sold some \$35 worth of books to a small town dealer last year. He was handling books for the first time and following the example of other dealers in his neighborhood he cut the price and threw

# Sold Out!

The October issue of Everybody's Magazine containing the first of the new Lawson series, "The Remedy," was exhausted a few days after publication.

*P. S. December forms close  
November 5th*

## *Everybody's Magazine*



*Advertising Manager  
New York*

W. R. Emery,  
Western Mgr.,  
Marquette Bldg., Chicago.

away half or more of his profits. That took him at once out of the list of dealers who would be particularly interested in our efforts to bring him business.

This year we got him and his competitors educated up to the point of standing by the full retail price. He began to take notice of our plans, and ended by coming to our office and receiving a thorough drilling in handling our line. The result of this was that he sold nearly \$1,500 worth of books this past year and will do even better the next twelve months.

These experiences satisfy us that a great deal of this price-cutting is done without any particular reflection. One dealer starts it on one thing and another dealer on something else, and it spreads. Often it is purely arbitrary, and has not the slightest relation to selling conditions, as in the case of reprint fiction. People don't buy stories because they are cheap, but because they are interesting, and four or five cents does not matter at all.

Now the all-important point to us in all these instances was the fact that several of us in the organization had enjoyed the benefit of a retail experience. We had stood behind the retail counters and sold goods over it. We had been sobered by some of the responsibilities of a retailer. Hence we could see the situation through the retailer's eyes and speak to him as one retailer to another. That unquestionably made an impression on him and gave him confidence in our judgment—the actual words were relatively unimportant.

This attitude is a house policy with us; it has grown out of a more or less intimate knowledge of retail conditions and a broad sympathy with the retailer. That is the reason we pay so much attention to the retailer's window, his store interior, his local newspaper advertising and other forms of dealer co-operation.

The retail outlet, we all recognize, is getting to be more and more important in nearly all lines of business. It has always

been considered that the best preparation for a sales manager's job is the selling goods on the road, and even that the same kind of experience is a good thing for an advertising manager. This is because the sales manager's work is, partly, dealing with his salesmen and, partly, dealing with his dealers.

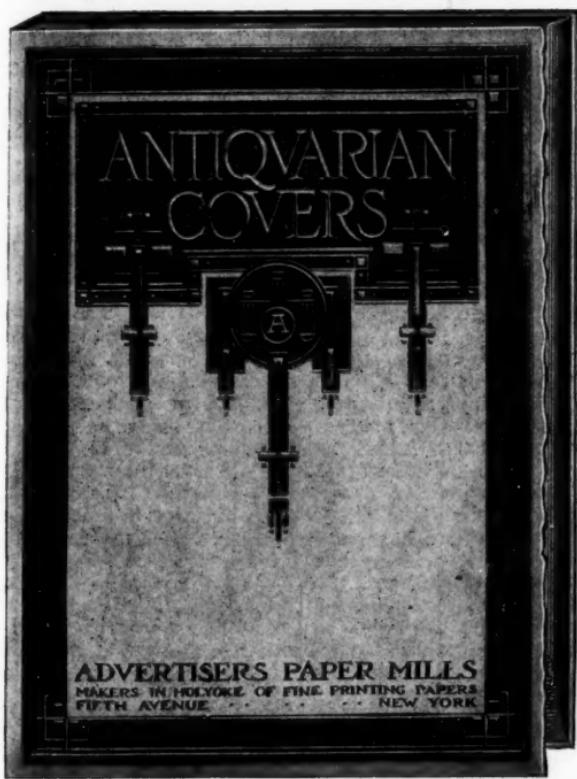
But even selling to dealers, it is now appreciated, does not necessarily put a man in the dealer's shoes. Even a bright salesman may sell goods to dealers for years without getting, mentally, back of the dealer's counter. And it seems to me that it is absolutely indispensable for an up-to-date sales manager (and nearly so for an advertising manager) to have bought and sold, and arranged stock and trimmed windows, handled customers and done a hundred and one other things *in a retail store*.

It is not enough to know the consumer from the manufacturer's point of view; we must know him from the dealer's. It is so easy to underestimate or perhaps exaggerate the dealer's influence with his customers; or fail to appreciate the limitations on his time and enthusiasm. Not knowing these things, it is easy for the executive to make mistakes.

Neither is it safe to assume to go a step further, when you have got the dealer satisfactorily lined up and working for you, his clerks are similarly influenced. Even where the store or department is a small one and the clerks are directly under the store or department manager's eye, they each have their individuality and their likes and dislikes which will help or hurt your sales. It will always pay your salesmen to cultivate them, let them know something good about your goods and drop sales hints. We publish a house-organ for dealers and I have our representatives put every dealer's clerk who sells books on the mailing list. I believe this is effective in increasing sales.

I believe, therefore, that it is very important for a sales man-

# THE BOOK OF ANTIQUARIAN COVERS



One printer writes us—"The design of The Parker Gun shown in THE BOOK OF ANTIQUARIAN COVERS immediately suggested to us the cover of a book for a Hotel in the pine district of North Carolina and we are free to confess that we copied the treatment, including the color of the cover, of course using ANTIQUARIAN COVERS."

This company's experience is happening almost daily—both advertising men and printers are finding THE BOOK OF ANTIQUARIAN COVERS a veritable text book of design and color schemes.

Your copy of the Book is waiting for you. Ask for it.

## ADVERTISERS PAPER MILLS

Makers in Holyoke of Fine Printing Papers  
Fifth Avenue Building New York

ager or an advertising manager not only to know or study and help the retail salesmen or sales-women, but to keep on knowing them and studying and helping them.

Personally, I value the information and suggestions I get from this quarter so highly that I have always retained a slice of territory for myself and periodically I go out on the road to this nearby city and sell all the dealers there. By doing this and meeting their clerks and questioning our salesmen, I can give better service to the house and help our representatives to give better service. And it is something that I could not get in any other way.

The knowing, of course, is only incidental to a more important work, that of helping the dealers move their stocks. With all of the knowledge that we have of our field, secured in the ways I have described, we are in a better position to advise the dealer how much to buy and how hard to push a particular book than he can possibly be. It never is good policy to load a dealer up beyond his capacity to easily dispose of. We are called upon almost as often to hold him back from plunging as we are to urge him to increase an overmodest order of something we feel sure will go strong. The truth is, we substitute our own broad judgment for his limited judgment as often as he will let us. This it becomes easier every year to do and in consequence many administrative and sales problems are simplified.

The help we give the dealer that moves his stock and justifies his confidence in us is ordinarily of three kinds: ideas for window display, ideas for store display, and electrotypes for his local advertising and imprinted advertising matter, lists, circulars, etc. Each of these is described at length and pictured in our house-organ. We have a constantly increasing number of dealers following the suggestions, and profiting by them. This is made possible by the fact that we

know in advance, through our retail experience, what the dealers want. We know that the right kind of ideas will be warmly welcomed, and we feel that we know what the right kind of ideas are. So it is not a matter of persuading or forcing the dealer to take up something on which he is lukewarm, but merely a case of satisfying a want that already exists, the problem of trimming the window and store interior being of weekly recurrence and often of a puzzling nature.

To me the handling of the house's traveling salesmen is little different from the problem of handling dealers and dealers' clerks. It is a case of constantly educating, reminding, advising and encouraging. It is the worst possible thing to nag a salesman or discourage him in any way, and yet many houses do it, in spirit if not in the letter.

We never interfere with a salesman when he is in the field, never ask him, for instance, why he did not do better in such and such a town with such and such a dealer. We know that no salesman can make a bull's-eye every time, and that he is probably feeling more keenly about it than we are and will appreciate our silence at the minute. When he comes back from the road and is in a position to see things from our standpoint, that is the time to take all these shortcomings up one by one and find the reason for them and the possible remedy. While he is on the road, we encourage, boost, enthuse; when he returns we criticise, weed out, educate and strengthen.

For similar reasons the salesman should never be placed in a wrong light before his customers. No matter if a wrong price has been quoted or wrong shipping directions given, it is up to the house to assume the blame and make the adjustment. The salesman's "face should be saved" every time and he should be allowed to go to the dealers with just as little handicap as possible. His wide and intimate acquaintance among the dealers should not be impaired in any degree.



## Do You Know

That women in the smaller towns and rural communities directly purchase 90 per cent of all merchandise consumed?

That the 600,000 subscribers of "Needlecraft" who direct the affairs of 600,000 homes, will purchase merchandise to the amount of about \$60,000,000 before the end of the holiday season?

Are you going to share in this immense distribution of cash by reserving space in December "Needlecraft"?

December "Needlecraft" will be mailed early in November, thus permitting the receipt of a big business volume from these women many weeks in advance of Christmas.

*Write today for Free book telling all about "Needlecraft," this woman's magazine of needlework which wields a big influence among these women who control the buying for the entire family.*

**The Vickery & Hill Publishing Co.**

30 N. Dearborn St.  
CHICAGO

AUGUSTA  
MAINE

Flat Iron Building  
NEW YORK

These are the three main problems in the selling scheme—handling the dealer, the dealer's salesmen and your own salesmen. By force of habit, we call them problems, and they always will be problems to the executive who wants to shove and coerce and carry things by main force, but as a matter of fact, to the manager who has got his eyes open they are *opportunities*. Simply to mention what they are ought to suggest the sequel. Coercion makes friction, which is expensive. Putting yourself in the place of the dealer, the dealer's clerks and your own salesmen, and then giving them what they want in the way that they want it, disarms hostility and assures co-operation.

DEFINITION OF ADVERTISING  
BY BALTIMORE COMMITTEE

The Armory building of the Maryland Fifth Regiment has been selected as the place for holding the sessions of the 1913 convention of the Associated Advertising Clubs of America. This is the hall in which Woodrow Wilson was nominated and will seat 10,000.

In connection with publicity for the coming convention, the Advertising Club of Baltimore has created the office of assistant secretary and has appointed Ward H. Mills to the position. Mr. Mills was for two years connected with the editorial staff of the *Baltimore Sun*.

Before he left for Europe in the interest of securing representation from European countries, President Edward J. Shea, of the Advertising Club of Baltimore, appointed a ways and means committee. This committee is composed of Henry Morton, chairman; Edwin L. Quarles and William Woodward Cloud. The committee has general charge of everything that is done in preparation for the convention.

It is interesting to see how the ways and means committee construes advertising. A bulletin recently sent out says in this connection, "advertising, in its broadest sense, is construed by this committee to mean the kind of publicity that makes for the advancement of civilization through the closer social and commercial relations between people of different sections of a country, and between the peoples of different countries. It is conceded that the cementing of such relationships will do more for the establishment and maintenance of the world's peace than the deliberations of many 'peace' congresses."

Following out this idea the programme arranged for the convention will include topics pertaining to the relationship of advertising to trade condi-

tions, and discussions of methods for the development of international trade through publicity.

KOHLSAAT RE-PURCHASES  
"INTER-OCEAN"

The Chicago *Inter-Ocean* has again, after eighteen years, passed into the control of H. H. Kohlsaat, editor and publisher since January 1, 1910, of the Chicago *Record-Herald*, his connection with which he has now severed. The retiring editor and publisher of the *Inter-Ocean*, George Wheeler Hinman, is said to have cleared nearly \$1,000,000 by the transaction. He was brought on from New York in 1897 by Charles T. Yerkes, the traction magnate, and succeeded to the ownership in 1901. His purchase of the Yerkes estate stock last year for \$400,000 gave him full title to the property.

Mr. Kohlsaat is succeeded at the head of the *Record-Herald* by James S. Seymour, previously vice-president and treasurer. A. D. Mayo becomes general manager.

The par value of the *Inter-Ocean* stock, acquired by Mr. Kohlsaat, is a little over \$1,000,000, the capital stock of the company being \$1,500,000.

The *Inter-Ocean* appeared in a new dress Thursday morning. It will be independently Republican in politics.

Mr. Kohlsaat had been engaged in business for some years as the proprietor of a bakery and a chain of restaurants in Chicago, and investor in real estate and other enterprises, when in 1893 he secured a half-interest in the *Inter-Ocean*. He took the business management and soon put it on a sound basis for the first time in its history. Later he sold out the *Inter-Ocean* and tried to buy the New York *Times* or *Tribune*. He also sought to obtain control of the *Chicago Tribune*.

One of the most remarkable of his newspaper ventures was when he acquired the Chicago *Times-Herald* and *Evening Post* at the time of the death of their proprietor, James W. Scott, and changed both of them overnight from Democratic to independent Republican. He edited these papers until 1901, when he gained control of the *Record*, a former property of Victor F. Lawson, and merged it with the *Herald*, as the *Record-Herald*. The *Post* was sold at the same time to John C. Shaffer. A few months later he installed as publisher Frank B. Noyes, publisher and joint owner of the *Washington Star*, and gave himself up to the development of his real estate interests, until in the early part of 1910 he again took charge. His connection with the paper during the past year is said to have been more or less nominal, it being understood that he had disposed of most of his stock to his business associates.

Mr. Seymour, who succeeds him at the helm of the *Record-Herald*, had been general manager since 1908, and before that publisher of the New York *Evening Post* and the New York *Commercial Advertiser*. Mr. Mayo, the new general manager, has been in charge of the foreign advertising.



The December issue of Scribner's Magazine is always a wonderful Christmas book. The most interesting, the most beautiful material of the year is saved for it. It is welcomed in the best homes everywhere. It comes as one of the pleasantest institutions of the holidays. It has a life and value individual to itself. Thousands more copies are sold of it than of any other issue of the year. Few copies are wasted or lost or thrown away. Each has its own supplementary list of readers, each extends its Christmas spirit and cheer out over many months of the new year and into many of the out of the way places of the globe.

No advertiser has ever regretted money spent in the Christmas Scribner's.

Forms close November 4th.



## PACKARD PLAN OF DIVIDING ADVERTISING COST WITH DEALER

A PLAN THAT IS POPULAR AMONG AUTOMOBILE AND PIANO MANUFACTURERS AND OTHER ADVERTISERS WHO SELL THROUGH EXCLUSIVE AGENTS—DEALER CO-OPERATION TAKES ON NEW MEANING WHEN THE MANUFACTURER SPENDS HIS OWN MONEY IN THE LOCAL FIELD

By Roscoe C. Chase,  
Adv. Dept. Packard Motor Car Co.,  
Detroit

[EDITORIAL NOTE:—Concerns selling through exclusive agencies have long since found out the straight road to the dealer's heart. It is in sharing the cost of local advertising with the dealer. Many advertisers in the automobile, piano and similar industries are to-day paying dollar for dollar with the dealer in defraying the cost of advertising in newspapers, billboards, streetcars, etc. Sometimes the manufacturer does not pay more than twenty-five per cent. of the cost,—in other cases he takes the long end and pays as high as sixty-six or even seventy-five per cent.

The sales department usually consummates the arrangement with individual dealers. The size of the manufacturer's appropriation is made to depend upon the size of the dealer's orders. The more the dealer buys, the more money the manufacturer will put into the local field.

In working this plan, it is important for the manufacturer, if not actually placing the business himself, to check up insertions closely, to approve copy and selection of mediums in advance. Otherwise, the advertising appropriation may take on, in the dealer's eyes, the aspect of a mere extra discount on the price of the goods.]

Advertising co-operation between manufacturer and dealer has become almost as necessary as any other part of the selling branch where the selling is done through dealers or agents. By "advertising co-operation" I mean not only the preparation of copy and supplying of plates, but beyond this the placing of the advertising and sharing the cost of the space.

American manufacturers are fast adopting this method of helping dealers establish and maintain a larger and better business. The amount of money to be spent by the manufacturer in the local field usually depends on the amount of business consummated

the previous year. In the motor car industry it is often based on the number of automobiles the dealer contracts to take during a given season.

When properly planned and



## A Logical Answer For Your Hauling Problem

Five-ton chassis	.....	\$1,500
Three-ton chassis	.....	3,400
Two-ton chassis	.....	2,800

Quantity purchases of Packard trucks by concerns like the American Express Company bear a close relation to their worth as an investment.

Packard salesmen are equipped to analyse your hauling requirements. If we sell you a Packard truck it is because we know we can save you money or increase your business. Unless we can establish one or both of these propositions we don't ask your patronage.

Substantial reasons for the recognition of the Packard as the standard vehicle of heavy traffic.

The ability of the factory to deliver

the trucks.

The dealer's ability to deliver the service.

The ability of the trucks to deliver

the goods.

With a complete stock of parts at instant command, we provide regular inspection and keep Packard trucks running every hour of every working day.

Packard trucks have made good in 162 lines of trade

ONE OF SERIES OF LOCAL NEWSPAPER ADS INTO WHICH DEALER'S NAME AND ADDRESS, AND SOMETIMES MANUFACTURER'S, ARE INSERTED

executed this co-operative method has many advantages for both dealer and manufacturer. We feel it is surely a profitable investment from the dealer's standpoint because many who have taken advantage of it for one or more seasons ask for the "advertising pronosition" long before it is ready and before the manufacturer is in a position to meet the demand.

It is profitable to the manufacturer because, in addition to reaching prospective purchasers and giving them valuable information, it has an almost inexplicable influence on the dealer

(Continued on page 17)

¶ A magazine is a personality expressed in type and paper.

¶ When you advertise in a magazine you simply hire that personality to carry your message.

¶ The November Metropolitan typifies this personality. It only begins a greater period—opportunities for which made my plans loom up big. They'll shortly be announced in detail. But here's the November number—

¶ One of our readers writes us that "Viv—Amateur Adventurer" has warmed his heart as "no child of an author's brain since Locke's 'Beloved Vagabond.' "

¶ "If You Touch 'Em They Vanish," a complete novelette by Gouverneur Morris—reminds you of Kipling's "Brushwood Boy."

¶ And there is a timely sensation in the story of the Baseball Trust, written by a club owner.

¶ Besides these there are special articles and stories by Helen Keller, John Corbin, Morris Hillquit, Robert Haven Schauffler, and others.



Advertising Manager.

**THE METROPOLITAN  
MAGAZINE**

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**Your salesmen, Mr. Advertiser, go out on the road with their territories well defined, their way to these territories planned with the idea of eliminating waste in time and distance, and with their prospects tabulated. You don't guess about where they go or how—you know. Why not a good policy to follow in your advertising?**

If you want your goods sold East of the Mississippi and North of the Mason and Dixon line, you keep your salesmen in that territory; you don't send them on side trips to Florida or Alaska.

You can confine your advertising to the territory desired by placing it in those publications showing the greatest concentration of circulation in that territory.

The circulation of the American Sunday Magazine may cover two hundred centers in great merchandising zones, and you may want to reach but fifty of these. The way to determine whether we are to be a factor in your advertising campaign is to compare the "available" circulation we offer, at a given cost, with that offered by any other publication. It's the way in which to eliminate waste and increase efficiency.

All this cant about quality, purchasing power, class, is bunk, for of 90,000,000 people in the United States, only 10% have a surplus of \$5,000 and more—the other 90% are spending their incomes.

It's the 90% who spend, which will help you to become one of the 10% with a surplus. It's the 90% upon whom you must count, not the 10%.

The American Sunday Magazine distributes 85% of its circulation in those states in which 86% of the nation's population live, and earn the money to live upon.

Wherever it goes it concentrates a sufficient circulation to create trade and "move the goods."

It will give you nationally a circulation equal to, or greater than any other one publication, and in any selected zone, except the extreme South, Southwest and Pacific Northwest, will provide you with more circulation at a lower cost than any other publication. We will submit conclusive proof of any claim made.

**Forms for December 1st close October 25th.**

**Forms for December 15th close November 10th.**

## **American Sunday Magazine**

New York Office  
220 Fifth Avenue

Chicago Office  
908 Hearst Building

# The Breeder's Gazette

## "The Farmer's Greatest Paper"

¶ Those whose attention may be for the first time called to The Breeder's Gazette as an advertising medium, should not fall into the error of assuming that it is made only for those who are professional dealers in so-called fancy live stock.

¶ Soil-building is the crying need of the hour in all agricultural America. Every owner of an acre has or ought to have a personal interest in that proposition.

¶ The Breeder's Gazette is the logical and actual leader of the farm press of the United States in the handling of this great subject.

¶ Its readers and its writers stand for the very best elements in American country life. Its big subscription list makes up a roll of farmers not duplicated or approached in point of quality by the subscription list of any other farm paper in the world.

¶ Men are known by the company they keep. To be known as a regular student of the pages of The Breeder's Gazette is to attain an advanced standing in any community.

¶ A big extra HOLIDAY NUMBER goes free every December to subscribers whose names are on the list on date of issue. This is admittedly the finest publication of the year in the whole field of agricultural journalism.

¶ Please ask us to send you a copy of a recent issue. It will cost you nothing and you may be surprised at the size, quality and character of it.

**THE BREEDER'S GAZETTE**  
542 South Dearborn St., Chicago, Ill.

or  
Wallace Richardson, Inc.,  
41 Park Row,  
New York.



or  
George Herbert, Inc.,  
First National Bank Bldg.,  
Chicago.

whose name appears in the advertisement and his staff of assistants. It seems to give more confidence in the product which results in more effectual salesmanship. For this reason alone it would seem absurd for a manufacturer to exaggerate or make misstatements in the copy because nothing will squelch the dealer's enthusiasm so quickly as to have him disbelieve the statements made.

The chief objection to the whole proposition raised by those who are not intimately in touch with its workings is that the series of advertisements look to them like stock ads and do not carry the local touch so necessary in helping the dealer to make sales. The absurdity of this objection can hardly be appreciated by anyone not having had considerable experience in the selling branch of some great industry. If you but handle for a short time the sales correspondence in most any territory, you will find that many prospects and owners prefer to write to the factory about most any little trifle to taking it up with the dealer. Each one seems to feel a certain respect for a big institution which he cannot possibly feel for an individual dealer and this is more especially true where he knows the dealer sufficiently to call him by his first name and can perhaps remember his whole life's history.

An advertisement which states advantages, facts relative to the value of the product and facts regarding the factory, worded so the prospect feels he is dealing with a big institution in preference to the individual, even though the individual dealer's name appears in the copy, seems to have more influence than the ordinary local ad. The effect is strengthened even more if the prospect has seen the same copy in some paper or magazine of national circulation and appearing over the manufacturer's name and address.

It would seem ideal to place both the manufacturer's and dealer's name and address in dealers' newspaper ads. This has been tried out by certain national ad-

vertisers and it has been proven profitable in several ways. Perhaps the best evidence of its value has been shown by the number of inquiries received by the manufacturer from towns several miles from the dealer's address. This is particularly true in the case of newspapers published in the larger cities which have a considerable circulation outside the city and within a radius of perhaps a hundred miles thereto.

Many inquiries have been received from such advertisements showing the prospect's name and address to be in the immediate vicinity of the dealer's address, which shows that numerous prospects prefer to write the factory for catalogue and information instead of writing or calling on the dealer. When only the dealer's address appears, doubtless many a prospect simply lays the paper aside deciding in his own mind that he will call on the dealer when convenient and it is possible that such delays often result in sales eventually turned to competitors.

It seems customary for the advertising department or some one connected with it to correspond with, interview and eventually close the dealers on the advertising proposition, although I understand that in some instances these advance preparations are carried on by the sales department. Usually the manufacturer pays one-half the cost of the dealer's local advertising, although in many instances the manufacturer pays anywhere from one-fourth to three-fourths of the entire cost.

Manufacturers following out this plan should be very careful to keep in close touch with the dealers and with the advertising. It is necessary to keep in touch with the publishers through correspondence, sending them news items which may be used to the good advantage of the advertiser and also checking up the insertions closely. It is further necessary to suggest to dealers the use of certain newspapers in preference to others and to correspond with the dealers, making sure that they have a correct idea of the

situation with reference to the advertising value of the mediums for the special advantage of the product being advertised.

The right kind of a campaign, properly prepared and executed, relieves the dealer of an immense amount of worry and effort regarding the local advertising, makes it possible for him to refer newspaper solicitors to the advertising manager at the factory and further results in drawing the dealer closer to the sales and advertising divisions. In fact, it seems to hold out a mutual benefit for all parties participating.

During the present season over ninety per cent of Packard dealers have joined us in spreading the good news about Packard motor cars and trucks in the newspapers of this country and Canada. Each of these dealers seems to be very well satisfied with the results being accomplished and we feel in co-operating with them that we are spending a large part of our

advertising appropriation to a most excellent advantage. Our advertising schedule includes a list of about 200 daily newspapers in the larger cities and this list is being added to from week to week as we add new dealers to the Packard advertising appropriation list.

As to copy, we prepare a new advertisement for each week when we run an advertisement once a week and every two weeks when we run an advertisement less often. These advertisements are now scheduled so they will appear in the weeklies, magazines and motor trade papers of national circulation at about the same time as they appear in the dealers' newspapers.

Our advertising is placed through an advertising agency in the usual way after we have completed arrangements with the dealer, that is the submitting of proofs of advertisements and suggestions as to in just what papers and when the advertisements should appear. We have been extremely careful that each and every suggestion was correct in so far as we could obtain facts, and by following out this policy we have had very little difficulty in getting each of the dealers to O. K. the suggestions in such a way that the schedule could be carried out practically as originally planned.

The principal objection we have found it necessary to counteract has been that most dealers seem favorable to running small copy several times a week. However, we have largely overcome this objection and all Packard dealers now working under our advertising agreement are using large copy which measures 12 inches on 3 columns, one advertisement appearing in each of the papers we are using either once a week or once in two weeks, according to the amount of appropriation, number of papers used and the cost of the space.

After giving this advertising arrangement a very careful and thorough trial we are convinced that it is proving a great help to Packard dealers, as well as resulting very beneficially for ourselves.

## Seven Thousand Men Building Smaller Six Cylinder Packard

The Packard motor carriage shops have been turned over to the new model—an unparalleled concentration of energy and resources to complete the production of Packard "38". Perhaps you were among the hundreds who wanted a Packard "48" and spoke too late. The output of that model for summer and fall was practically sold out six weeks after the spring announcement.

Now you have an opportunity to reserve an early delivery date for the new "38", consort of the Dominant Packard Six.

In road efficiency, ease of riding and luxurious appointment, the smaller six typifies Packard quality.

Left drive and control; electric self starter. Starting, lighting, ignition and carburetor controls on steering column. Safety features power brakes by brake test.

The Packard "38" Line	
Touring Car, five passengers	\$1250
Phaeton, five passengers	1250
Phaeton, four passengers	1150
Limousine	1300
Limousine	1400
Limousine	1500
Limousine	1600
Limousine	1700
Limousine	1800
Limousine	1900
Limousine	2000
Limousine	2100
Limousine	2200
Limousine	2300
Limousine	2400
Limousine	2500
Limousine	2600
Limousine	2700
Limousine	2800
Limousine	2900
Limousine	3000
Limousine	3100
Limousine	3200
Limousine	3300
Limousine	3400
Limousine	3500
Limousine	3600
Limousine	3700
Limousine	3800
Limousine	3900
Limousine	4000
Limousine	4100
Limousine	4200
Limousine	4300
Limousine	4400
Limousine	4500
Limousine	4600
Limousine	4700
Limousine	4800
Limousine	4900
Limousine	5000
Limousine	5100
Limousine	5200
Limousine	5300
Limousine	5400
Limousine	5500
Limousine	5600
Limousine	5700
Limousine	5800
Limousine	5900
Limousine	6000
Limousine	6100
Limousine	6200
Limousine	6300
Limousine	6400
Limousine	6500
Limousine	6600
Limousine	6700
Limousine	6800
Limousine	6900
Limousine	7000
Limousine	7100
Limousine	7200
Limousine	7300
Limousine	7400
Limousine	7500
Limousine	7600
Limousine	7700
Limousine	7800
Limousine	7900
Limousine	8000
Limousine	8100
Limousine	8200
Limousine	8300
Limousine	8400
Limousine	8500
Limousine	8600
Limousine	8700
Limousine	8800
Limousine	8900
Limousine	9000
Limousine	9100
Limousine	9200
Limousine	9300
Limousine	9400
Limousine	9500
Limousine	9600
Limousine	9700
Limousine	9800
Limousine	9900
Limousine	10000
Limousine	10100
Limousine	10200
Limousine	10300
Limousine	10400
Limousine	10500
Limousine	10600
Limousine	10700
Limousine	10800
Limousine	10900
Limousine	11000
Limousine	11100
Limousine	11200
Limousine	11300
Limousine	11400
Limousine	11500
Limousine	11600
Limousine	11700
Limousine	11800
Limousine	11900
Limousine	12000
Limousine	12100
Limousine	12200
Limousine	12300
Limousine	12400
Limousine	12500
Limousine	12600
Limousine	12700
Limousine	12800
Limousine	12900
Limousine	13000
Limousine	13100
Limousine	13200
Limousine	13300
Limousine	13400
Limousine	13500
Limousine	13600
Limousine	13700
Limousine	13800
Limousine	13900
Limousine	14000
Limousine	14100
Limousine	14200
Limousine	14300
Limousine	14400
Limousine	14500
Limousine	14600
Limousine	14700
Limousine	14800
Limousine	14900
Limousine	15000
Limousine	15100
Limousine	15200
Limousine	15300
Limousine	15400
Limousine	15500
Limousine	15600
Limousine	15700
Limousine	15800
Limousine	15900
Limousine	16000
Limousine	16100
Limousine	16200
Limousine	16300
Limousine	16400
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Limousine	16900
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Limousine	19000
Limousine	19100
Limousine	19200
Limousine	19300
Limousine	19400
Limousine	19500
Limousine	19600
Limousine	19700
Limousine	19800
Limousine	19900
Limousine	20000
Limousine	20100
Limousine	20200
Limousine	20300
Limousine	20400
Limousine	20500
Limousine	20600
Limousine	20700
Limousine	20800
Limousine	20900
Limousine	21000
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Limousine	22000
Limousine	22100
Limousine	22200
Limousine	22300
Limousine	22400
Limousine	22500
Limousine	22600
Limousine	22700
Limousine	22800
Limousine	22900
Limousine	23000
Limousine	23100
Limousine	23200
Limousine	23300
Limousine	23400
Limousine	23500
Limousine	23600
Limousine	23700
Limousine	23800
Limousine	23900
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Limousine	25100
Limousine	25200
Limousine	25300
Limousine	25400
Limousine	25500
Limousine	25600
Limousine	25700
Limousine	25800
Limousine	25900
Limousine	26000
Limousine	26100
Limousine	26200
Limousine	26300
Limousine	26400
Limousine	26500
Limousine	26600
Limousine	26700
Limousine	26800
Limousine	26900
Limousine	27000
Limousine	27100
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Limousine	32200
Limousine	32300
Limousine	32400
Limousine	32500
Limousine	32600
Limousine	32700
Limousine	32800
Limousine	32900
Limousine	33000
Limousine	33100
Limousine	33200
Limousine	33300
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Limousine	38700
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Limousine	38900
Limousine	39000
Limousine	39100
Limousine	39200
Limousine	39300
Limousine	39400
Limousine	39500
Limousine	39600
Limousine	39700
Limousine	39800
Limousine	39900
Limousine	40000

Orr Motor Sales Company  
Fortieth and Farnam Streets, Omaha, Nebraska



TYPICAL NEWSPAPER AD FOR LOCAL DEALER WHICH PLAYS UP BIG LINE

# “Last Week Capped the Climax for Orders”

## Reports An Advertiser In American Machinist

This advertiser sells machinery.

His product is exactly suited to the requirements of American Machinist readers. Wherever the American Machinist goes there is a market for this advertiser's tools.

His is a good example of Make-It-Pay Technical Advertising in the logical medium through which to sell machinery used in machinery construction.

Ever since this manufacturer began advertising in the American Machinist his advertising has been planned and written by the "Make-It-Pay" Department.

The result of this trinity of factors—right product, right medium and right copy—is shown in the unsolicited statement at the top of this page.

THE five quality circulation engineering weeklies of the Hill Publishing Co. are:

*The Engineering and Mining Journal* (1866)

Devoted to Metal Mining and Metallurgy. Circulation **10,000**.

*Engineering News* (1874)

The Standard Paper of Civil Engineering. Circulation **18,750**.

*American Machinist* (1877)

Devoted to the Work of Machinery Construction. Circulation **23,750**.

*Power* (1880)

Devoted to the Generation and Transmission of power. Circulation **32,000**.

*Coal Age* (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation **8,750**.

There is no reason why you cannot duplicate these results—if your proposition fits.

## Make-It-Pay Technical Advertising

as executed in the Hill papers is something more than copy.

True Make-It-Pay Technical Advertising—the kind produced by the Make-It-Pay Department—has as its foundation an exhaustive preliminary analysis of each new proposition. Before a word of copy is written comes the groundwork of determining what treatment is needed.

Fifteen people specialize on advertising campaigns and copy for the Hill papers. Let them specialize on your problem. No charge for a complete sales analysis of your proposition.

**HILL PUBLISHING CO.**

505 Pearl Street  
NEW YORK



## The Possible Market

The article that follows is the first of several upon the general subject of the "possible market." The aim will be to give, not merely reliable and significant statistics, but to interpret such data in a way to make perfectly clear their bearing upon the problem of the manufacturer who is seeking for new markets, or is desirous of developing his present markets along the logical lines.

Articles upon the possible market will be a feature of PRINTERS' INK for the next few months. They will deal concretely with the problems for whose solution progressive manufacturers are groping. The articles to be published in the near future will treat the following phases of the general question: "The Buying Power of the American Workingman," "The Trend of Population and the Markets," and "The Distribution of Our Foreign Population."

### ILLITERACY AND ITS EFFECT UPON CONSUMER DEMAND

**AN INTERPRETATION OF SIGNIFICANT FACTS AND FIGURES—ILLITERACY IS ON THE DECLINE, ALTHOUGH IT MUST STILL BE TAKEN INTO ACCOUNT BY THE ADVERTISER WHO WOULD SUBSTITUTE FACTS FOR GUESS-WORK—HOW IMMIGRATION AFFECTS THE SHOWING REGARDING ILLITERACY IN VARIOUS PARTS OF THE COUNTRY.**

By Waldon Fawcett.

The average business man, planning a general advertising campaign, "shies off" from territory where the percentage of illiteracy is much above normal. In some instances such a policy may be dictated by experience but more often, probably, it is instinctive,—the result of a general conviction of the hopelessness of

appealing to the supposedly ignorant. No one can gainsay that in some respects, or at least in some cases, this prejudice is justified but in others it is not. Or, at least, the influence of this factor upon the consumption of manufactured products has been exaggerated. Certain it is that the whole subject of illiteracy in its effect upon possible markets is worthy a more careful study than has thus far been bestowed by most advertisers and sales managers.

Illiteracy is unquestionably a market factor and is certain to continue so for some years but at the present rate of progress the time will come when it will be virtually a negative quantity in this country. The United States Census Bureau will shortly issue an abstract of the statistics of the Thirteenth Census on this subject and these figures will show that illiteracy is decreasing

	1900.	Population 10 years of age and over.		
		Total.	Unable to read and write Number.	Per cent.
All Classes . . . . .	57,949,824	6,180,069	10.7	
Native whites . . . . .	41,236,662	1,913,611	4.6	
Foreign white . . . . .	10,014,956	1,287,185	12.9	
Colored . . . . .	6,698,906	2,979,393	44.5	
1910.				
All Classes . . . . .	71,580,270	5,517,608	7.7	
Native white . . . . .	50,989,343	1,535,580	3.0	
Foreign white . . . . .	12,944,215	1,650,519	12.8	
Colored . . . . .	7,646,712	2,331,559	30.5	

TABLE NO. 1.

Division and State.	Total.	Population 10 years of age and over: 1910		Population 10 years of age and over: 1900	
		Number.	Per cent.	Number.	Per cent.
<b>Continental</b>					
United States....	71,580,270	5,516,893	7.7	57,949,824	6,180,069 10.7
<b>Geographic Divisions:</b>					
New England.....	5,830,914	280,806	5.3	4,524,602	272,402 6.0
Middle Atlantic.....	15,446,515	874,012	5.7	12,167,559	704,134 5.8
East North Central.....	14,568,949	491,798	3.4	12,443,302	534,299 4.3
West North Central.....	9,097,311	263,628	2.9	7,838,564	324,023 4.1
South Atlantic.....	9,012,826	1,444,294	16.0	7,616,159	1,821,346 23.9
East South Central.....	6,178,578	1,072,100	17.4	5,474,227	1,364,935 24.9
West South Central.....	6,394,043	845,606	13.2	4,649,988	953,644 20.5
Mountain.....	2,054,249	140,628	6.8	1,276,076	122,901 9.6
Pacific.....	3,496,885	103,821	3.0	1,959,347	82,885 4.2
New England:					
Maine.....	603,893	24,554	4.1	565,440	29,060 5.1
New Hampshire.....	354,118	16,386	4.6	337,893	21,075 6.2
Vermont.....	289,128	10,806	3.7	278,948	16,247 5.8
Massachusetts.....	2,742,684	141,541	5.2	2,267,048	134,043 5.9
Rhode Island.....	440,065	32,854	7.7	344,824	29,004 8.4
Connecticut.....	901,026	53,065	6.0	730,454	42,973 5.9
Middle Atlantic:					
New York.....	7,410,819	406,220	5.5	5,801,682	318,100 5.5
New Jersey.....	2,027,946	113,502	5.6	1,480,498	86,658 5.9
Pennsylvania.....	6,007,750	354,290	5.9	4,885,379	299,376 6.1
East North Central:					
Ohio.....	3,848,747	124,774	3.2	3,289,921	131,541 4.0
Indiana.....	2,160,405	66,213	3.1	1,968,215	90,539 4.6
Illinois.....	4,493,734	168,241	3.7	3,727,745	157,958 4.2
Michigan.....	2,236,252	74,800	3.3	1,896,265	80,482 4.3
Wisconsin.....	1,829,811	57,770	3.2	1,561,156	73,779 4.7
West North Central:					
Minnesota.....	1,628,635	49,337	3.0	1,305,657	52,946 4.1
Iowa.....	1,760,286	29,889	1.7	1,711,789	40,172 2.3
Missouri.....	2,594,600	111,604	4.3	2,371,865	152,844 6.4
North Dakota.....	424,730	13,070	3.1	229,161	12,710 5.6
South Dakota.....	443,466	12,751	2.9	294,304	14,832 5.0
Nebraska.....	924,032	18,009	1.9	799,755	17,997 2.3
Kansas.....	1,321,562	28,968	2.2	1,126,033	32,513 2.9
South Atlantic:					
Delaware.....	163,080	13,240	8.1	145,500	17,531 12.0
Maryland.....	1,023,950	73,397	7.2	920,715	101,947 11.1
District of Columbia	279,088	13,812	4.9	231,837	20,028 8.6
Virginia.....	1,536,297	232,911	15.2	1,364,501	312,120 22.9
West Virginia.....	903,822	74,866	8.3	701,646	80,105 11.4
North Carolina.....	1,578,595	291,497	18.5	1,346,734	386,251 28.7
South Carolina.....	1,078,161	276,980	25.7	942,402	338,659 35.9
Georgia.....	1,885,111	389,775	20.7	1,577,334	480,420 30.5
Florida.....	564,722	77,816	13.8	385,490	84,285 21.9
East South Central:					
Kentucky.....	1,722,644	208,084	12.1	1,589,685	262,954 16.5
Tennessee.....	1,621,179	221,071	13.6	1,480,948	306,930 20.7
Alabama.....	1,541,575	352,710	22.9	1,304,708	443,590 34.0
Mississippi.....	1,293,180	290,235	22.4	1,098,891	351,461 32.0
West South Central:					
Arkansas.....	1,134,087	142,954	12.6	934,332	190,655 20.4
Louisiana.....	1,213,576	352,179	29.0	990,364	381,145 38.5
Oklahoma.....	1,197,476	67,569	5.6	561,379	67,896 12.1
Texas.....	2,848,904	282,904	9.9	2,163,918	314,018 14.5
Mountain:					
Montana.....	303,551	14,348	4.7	191,596	11,675 6.1
Idaho.....	349,018	5,453	2.3	119,837	5,505 4.6
Wyoming.....	117,585	3,874	3.3	72,062	2,878 4.0
Colorado.....	640,846	23,780	3.7	425,424	17,779 4.2
New Mexico.....	240,990	48,697	20.2	141,282	46,971 32.2
Arizona.....	157,659	32,953	20.9	94,147	27,307 29.0
Utah.....	274,778	6,821	2.5	196,769	6,141 3.1
Nevada.....	69,822	4,702	6.7	34,959	4,645 12.3
Pacific:					
Washington.....	932,556	18,416	2.0	408,437	18,740 3.1
Oregon.....	555,631	10,504	1.9	328,799	10,686 3.3
California.....	2,007,698	74,901	3.7	1,222,111	58,959 4.8

# WHO IS THE COUNTRY GENTLEMAN?

**I**N England the "country gentleman" is a man who owns estates cultivated by tenants in his employ.

In America the "country gentleman" is the *business farmer*.

The farming population of the United States today is unlike that of any other nation in the world. Education, government aid and the advance of science have given us a relatively new type—the American country gentleman—scientifically trained, alert, systematic, a business man who deals with the soil as your manufacturer deals with steel billets.

Inevitably there arose among men like this, as they multiplied, a need for a certain kind of farm paper, a

publication which viewed agriculture as a business to be prosecuted by business methods, which looked beyond the rail fences of local and sectional affairs and viewed the whole sweep of national progress from the point of view of the intelligent farmer.

THE COUNTRY GENTLEMAN was reconstructed to meet this obvious and growing need.

In fifteen months a 400 per cent. increase in its circulation has proved that our analysis was correct.

We also have abundant testimony to the worth of the publication as a means whereby manufacturers—whether of farm utilities or articles of general use—can advertise most effectively to this vigorous and rapidly increasing type of country gentleman.

### THE CURTIS PUBLISHING COMPANY

THE LADIES' HOME JOURNAL, circulation 1,750,000

THE SATURDAY EVENING POST, circulation 1,900,000

THE COUNTRY GENTLEMAN, *present* circulation 110,000

quite rapidly in all parts of the country. The returns for the year 1910 show that 7.7 per cent of our entire population are illiterates as compared with a percentage of 10.7 ten years previously. The improvement has been even more marked in the case of the native white population where the percentage of illiterates was cut down from 4.6 per cent in the year 1900 to 3 per cent in the year 1910.

Governmental statistics,—the only barometer for keeping tab upon illiteracy,—enumerate the educational qualifications of all persons 10 years of age and over. The figures upon illiteracy are obtained in answer to two direct questions as to the ability of each person to read and write his own language. It has been found that in most cases persons unable to read are also unable to write but there are a considerable number who have learned how to read but are still unable to write. Probably from the standpoint of the advertiser, no matter what medium he is employing, the ability to read is the all-important accomplishment and, save perhaps in the mail-order business, inability to write, if coupled with ability to read, should not curtail purchases.

#### HOW AMERICA RANKS

The advertiser who is prone to regret that there is any illiteracy to introduce an element of waste into his advertising operations should, on the contrary, congratulate himself that the United States has a smaller proportion of illiterates in her white population than almost any other country. This is nothing short of remarkable when we take into consideration to what an extent this republic has attracted immigration from all quarters of the globe. A few countries, including Germany, Switzerland and Scotland, compare favorably with or even surpass the United States on the score of illiteracy but such countries as England, France and the Netherlands show a somewhat greater illiteracy than exists in America, whereas all the remain-

ing European countries are very much more illiterate.

A detailed study of the statistics on illiteracy is likely to result in many surprises. For example, I have no doubt that many a well-informed business man is prone, when illiteracy is mentioned, to think of our large foreign population, particularly the alien element as congested in the various "foreign quarters" of our large cities where, mayhap, a street sign in the English language is a rarity. Yet, as a matter of fact, the native white children of native parentage in the United States are very much more illiterate, taken as a whole, than are the native white children of foreign parentage. The concentration of the foreign born in the cities is the salvation of the children. The schools in the cities are better than those in the country districts and, spurred by the ambition engendered by the fiercely competitive life of the city, these young foreigners are keen for rudimentary education.

The rapidity with which these young foreigners or natives of foreign parentage graduate from the illiteracy class once they are given opportunity has been one of the most potent arguments against imposing any educational requirements upon immigrants seeking admission to the country. As matters stand at present it is not required that a new arrival shall know how to either read or write in order to secure admission. At one time and another there has been effort to induce Congress to take action that would bar illiterates, but the arguments in favor of such a course have always been discounted by examples of the miracles accomplished by such aliens once they have arrived in the land of promise,—for instance the Russian Jew lad who went through the complete course of the graded schools of New York in two and one-half years.

While on the subject of our foreign population it may be well to emphasize the fact that no person who can read and write his own language is classed as an il-

literate. Not a few persons have been under the impression that a resident must be able to read and write the English language in order to escape the stigma of illiteracy but such is not the case. This circumstance may have bearing with an advertiser as to the wisdom of making use of the foreign language publications which circulate to a considerable extent among just this class of the population. On the other hand it must be taken into consideration that in a household where the father and mother are conversant only with a foreign language it is almost certain that the children will have acquired English and be able to translate for their elders as occasion demands,—though perhaps this is a round-about way of influencing the purchasing agent of the household.

#### DEGREE OF ILLITERACY AMONG CHILDREN.

That an advertiser should, though, set store by the status of the children in the matter of illiteracy is indicated by the policy of the U. S. Government statisticians who consider the facts relative to the rising generation as of supreme significance. These Federal experts who seek to measure our national progress by the dwindling ratio of illiteracy take the ground that the statistics of illiteracy among children are indicative of the present or recent condition of elementary education in this country, whereas the statistics for older people refer to conditions that prevailed in the past. Some of these past conditions are not likely to have repetition. For instance, the Civil War curtailed elementary education not only in the South but throughout the entire country and has resulted in an unusually high percentage of illiteracy among that portion of our population who were children of from five to ten years at the time of the war.

It is among the colored race that the great preponderance of illiteracy in America is to be found. Among the native whites,

## At Your Service

The Ladies' World has just completed the most thorough, comprehensive and complete analysis of its circulation that has ever been made by a woman's publication.

It is at your service.

THE  
**LADIES' WORLD**  
NEW YORK

TABLE NO. 2.

Division and State.	Total.	White population 10 years of age and over: 1910		White population 10 years of age and over: 1900	
		Illiterate Number.	Per cent.	Illiterate Number.	Per cent.
<b>Continental</b>					
<b>United States</b> ....	63,933,558	3,184,954	5.0	51,250,918	3,200,746
<b>Southern Divisions:</b>					
South Atlantic.....	6,018,022	471,743	7.8	4,953,831	567,967
East South Central.	4,215,494	389,445	9.2	3,669,160	475,581
West South Central.	4,881,331	349,218	7.2	3,397,548	357,725
<b>South Atlantic:</b>					
Delaware .....	138,265	6,884	5.0	121,913	8,548
Maryland .....	843,047	30,999	3.7	740,806	38,694
District of Columbia	198,658	2,904	1.5	159,423	2,480
Virginia .....	1,039,333	83,825	8.1	885,037	98,160
West Virginia.....	852,778	64,482	7.6	667,275	69,011
North Carolina.....	1,082,797	132,666	12.3	904,978	175,907
South Carolina.....	493,820	50,644	10.3	404,860	54,719
Georgia .....	1,038,626	81,078	7.8	853,029	101,264
Florida .....	330,698	18,261	5.5	216,510	19,184
<b>East South Central:</b>					
Kentucky .....	1,512,398	150,097	9.9	1,369,842	174,768
Tennessee .....	1,260,304	122,454	9.7	1,125,968	159,086
Alabama .....	878,570	86,831	9.9	714,883	104,883
Mississippi .....	564,222	30,063	5.3	458,467	36,844
<b>West South Central:</b>					
Arkansas .....	806,683	56,491	7.0	670,409	77,160
Louisiana .....	687,004	97,444	14.2	524,753	96,551
Oklahoma .....	1,047,254	37,397	3.6	477,356	37,527
Texas .....	2,840,390	157,886	6.7	1,725,030	146,487

TABLE NO. 3.

Division and State.	Total.	Negro population 10 years of age and over: 1910		Negro population 10 years of age and over: 1900	
		Illiterate Number.	Per cent.	Illiterate Number.	Per cent.
<b>Continental</b>					
<b>United States</b> ....	7,318,502	2,228,087	30.4	6,415,581	2,853,194
<b>Southern Divisions:</b>					
South Atlantic.....	2,986,936	969,432	32.5	2,655,833	1,250,279
East South Central.	1,960,898	681,507	34.8	1,802,828	887,838
West South Central.	1,460,705	483,022	33.1	1,206,314	579,489
<b>South Atlantic:</b>					
Delaware .....	24,777	6,345	25.6	23,527	8,967
Maryland .....	180,454	42,289	23.4	179,362	63,033
District of Columbia	79,964	10,814	13.5	71,949	17,462
Virginia .....	496,418	145,950	30.0	478,921	213,836
West Virginia.....	50,925	10,347	20.3	34,303	11,083
North Carolina.....	490,395	156,303	31.9	437,691	208,132
South Carolina.....	584,064	226,242	38.7	537,398	283,883
Georgia .....	846,195	308,639	36.5	724,096	379,067
Florida .....	233,744	59,503	25.5	168,586	64,816
<b>East South Central:</b>					
Kentucky .....	210,028	57,900	27.6	219,720	88,137
Tennessee .....	360,663	98,541	27.3	354,833	147,784
Alabama .....	662,356	265,628	40.1	589,629	338,605
Mississippi .....	727,851	259,438	35.6	638,646	313,312
<b>West South Central:</b>					
Arkansas .....	327,009	86,398	26.4	263,808	113,453
Louisiana .....	525,450	254,148	48.4	464,598	284,028
Oklahoma .....	101,157	17,858	17.7	40,198	14,870
Texas .....	507,089	124,618	24.6	437,710	167,138

who comprise three-quarters of our entire population, there are, as above mentioned, only 3 per cent of illiterates. Even the foreign-born whites have but 12.8 per cent illiterates, whereas the two and one-third million negro illiterates means that 30.5 per cent of the colored population is illiterate. It is only fair to point out however that the colored people are making great strides in this respect. Whereas the foreign-born white population of the country has shown practically no improvement whatever on the score of illiteracy during the past ten years, the colored race during the same decade diminished the percentage of illiteracy from 44.5 per cent to 30.5 per cent. The high ratio of illiteracy among the colored population may seem to call for some explanation in view of the fact that white and colored children are supposed to have the same opportunities for education at the public expense. Various influences have contributed to this state of affairs not the least of

which is the circumstance that the negroes are concentrated mainly in the Southern States where school facilities in general are poorer and where the standard of education has perhaps been lower although it is now rapidly rising under the stimulus of the "new South."

#### GEOGRAPHICAL DISTRIBUTION OF ILLITERACY

From the standpoint of the advertiser, perhaps the most vital feature of the new national statistics on illiteracy is found in the indications given as to the geographical distribution of illiterates. Of the general geographic divisions into which the country has been divided by the U. S. Bureau of the Census, that having the lowest percentage of illiterates is that made up of the states of Minnesota, Iowa, Missouri, North Dakota, South Dakota, Kansas and Nebraska. This section of the country also led in the matter of high average of education ten years ago. Second

## The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel

place on this honor roll of intelligence belongs to the Pacific Coast States of Washington, Oregon and California. Third in the list comes a group of states made up of Ohio, Indiana, Illinois, Michigan and Wisconsin.

Then follows what are commonly known as the New England States and the Middle Atlantic States made up of New York, New Jersey and Pennsylvania. The Mountain States, so called and including the new States of Arizona and New Mexico, make, as a group, almost as favorable a showing as the last-mentioned bulwark of the effete East. The highest percentages of illiteracy are to be found in the South Central and South Atlantic States (where the colored race forms a large share of the population) the climax being reached in a group of states made up of Kentucky, Tennessee, Alabama and Mississippi. It is only fair to point out that if only the white population of these Southern and South Central states be taken into account the showing is not so bad, for all that; even with the colored people left out of the question, these sections must, in their statistics, bear the burden of the heavy illiteracy among the poor white residents of the Southern mountains.

And since mention has been made of these untutored mountain whites of the South it may be permissible to digress for a moment to mention an incident that would seem to indicate that illiteracy is not necessarily synonymous with lack of buying power. The writer recently made a trip through the most primitive and isolated sections of the Blue Ridge Mountains—the chief stronghold of illiteracy. Cabin after cabin was visited where the residents confessed that not a member of the household could read or write and yet there was scarce one of these cabins on the walls of which there did not hang repeating Winchester rifles of the latest and, in some instances, the most expensive models. Similarly, I recall a cabin where there was not a sug-

gestion of reading matter and where the mistress of the household confessed that she had not been within ten miles of a railroad in thirteen years, yet this woman had as handsome an array of preserved fruit as the Oneida Community could produce and it was put up in patent jars of new, extensively advertised patterns.

#### WHAT ILLITERATES BUY

Or again, take the case of the colored people in the South. The statistics show that more than one-third of them (in this section) cannot either read or write, and yet their imitative instinct makes them good customers, within their means, for novelties of all kinds. The average colored girl of fashionable ambitions can be depended upon to speedily acquire every new conceit boasted by her mistress, be it a willow plume, an Irish crochet bag, a new style petticoat or a fresh fad in jewelry, —so long as it can be produced in low-price form. Thus the advertiser who catches the intelligent trade in the South is likely to find in many instances that though his initial inquiries from the territory be comparatively few in number there are liable to be compensations for what may seem a disproportionate expenditure.

Returning to our analysis of illiteracy conditions and taking up individual states instead of geographical divisions, it is found that Iowa holds the palm. Nebraska and Oregon are tied for second place and all three of these states have less than 2 per cent of illiteracy in their entire population, whereas the state of Washington has just 2 per cent and Kansas and Idaho have very little more. Then follow Utah and South Dakota. None of the states east of the Alleghanies approach these low percentages because of the heavy foreign population on the Atlantic seaboard. The most unfavorable showing of all is made by Louisiana, with South Carolina not far behind, whereas in Alabama, Mississippi, Georgia, New Mexico and Arizona one-fifth or more of the entire popu-

(Continued on page 32)

Some advertisers may be interested in the new form of The American Magazine in terms mostly of columns and inches.

They must not forget, however, that the new form is simply an outward manifestation of the magazine's inward development.

The December number closed with a 35% gain over December of last year, which is an evidence that many have not forgotten.

# The American Magazine

*Forms for January close on the 10th of November*

**S. Keith Evans**

Advertising Director

New York

# DEEDS! NOT WORDS!!

## HERE ARE SOME OF THE NATIONAL ADVERTISERS USING SOUTHERN DAILY NEWSPAPERS

National Cash Register	Loose-Wiles Biscuits	Pearline
Blue Valley Butter	Van Camp	Warner's Corsets
Gold Dust	Walter Baker Cocoa	Stetson Shoes
Arrow Shirts	Earl & Wilson	Winchester Repeating Arms
Fels Naptha Soap	Stollwerck Chocolates	Snow Shoes
Cottolene	Reznor Gas Heaters	Wrigley Chewing Gum
Celestin's Vichy	Danderine	Ed. Pinaud
Liebig's Oxo	Gotham Shirts	Strouse Bros. Clothing
Davis Baking Powder	Sozodont	Crystal Domino Sugar
Gillette Safety Razor	Beacon Shoes	Campbell's Soups
Schloss Bros.	Hericide	W. L. Douglas Shoes
<b>Nearly Every Successful Automobile and Tire Manufacturer Known.</b>		American Tobacco Co.

These Advertisers have gotten out of the rut. They investigated circulations and found that it would pay them best to use newspapers which actually reach the buyers in the South.

The Southern Newspapers reach the buying millions of the South as no other mediums do or can. It will pay other national advertisers to investigate this matter.

These papers dominate the South. Their Million and a Half subscribers believe in them absolutely.

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ALABAMA	Atlanta Journal	NORTH CAROLINA	Knoxville Sentinel
Birmingham Age Herald	Augusta Chronicle	Asheville Citizen	Memphis Commercial Appeal
Birmingham Ledger	Augusta Herald	Charlotte Observer	Memphis News Scimitar
Birmingham News	Columbus Ledger	Charlotte News	Nashville Banner
Mobile Item	Savannah News	Raleigh News and Observer	Nashville Democrat
KENTUCKY	Montgomery Advertiser	Raleigh Times	Nashville Tennesseean
LOUISIANA	Montgomery Journal	Winston Salem Sentinel	
MISSISSIPPI	Louisville Courier Journal	SOUTH CAROLINA	TEXAS
Montgomery Advertiser	Louisville Herald	Anderson Mail	Dallas-Galveston News
Montgomery Journal	Louisville Post	Columbia Record	Houston Post
MISSOURI	Louisville Times	Columbia State	VIRGINIA
MISSOURI	Little Rock Democrat	Charleston News and Courier	Bristol, Va., Herald Courier
MISSOURI	Jacksonville Metropolis	Charleston Post	Lynchburg News
MISSOURI	Jacksonville Times Union	Greenville News	Newport News
MISSOURI	Tampa Tribune	Spartanburg Herald	Norfolk Virginian Pilot
MISSOURI	Atlanta Constitution	Chattanooga News	Richmond Journal
MISSOURI	Atlanta Georgian	Knoxville Journal and Tribune	Richmond News Leader
MISSOURI	Jackson Clarion Ledger		Richmond Times Dispatch
MISSOURI			WEST VIRGINIA
MISSOURI			Clarksburg Telegram

# Combined Rate Per Agate Line - - - - -

**(\$2.52  
(BASED ON 7000 LINE ORDERS)**

For individual rates, circulations and local information, write the papers direct or

**The SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION**  
Geo. W. Brunson, Sec.  
Greenville, S. C.  
V. H. HANSON, Pres.  
BIRMINGHAM, ALABAMA  
J. R. Holliday, Chairman  
Atlanta, Ga

lation of the state is illiterate. The case of Arizona and New Mexico affords an illustration of how a poor state average may be pulled up in a geographical division average provided the other members of the group have creditable figures.

#### SIGNIFICANCE OF RECENT STATISTICS

However, as has been said at the outset of this article, the new statistics show a most marked improvement in illiteracy conditions. The proportion of illiterates was less in 1910 than in 1900 in each of the nine geographic divisions and in all but two states, New York and Connecticut. In these two states, in which the percentage of illiteracy was substantially the same at both censuses, the number of illiterates was larger in 1910 than in 1900, mainly as a result of the heavy immigration to this country during the last ten years.

Owing to the same cause the number of illiterates has increased in a considerable number of other states, although the proportion of illiterates in each case has decreased during the decade. In each and every one of the Southern States there was a smaller percentage of illiterates, among both the white and negro population, in 1910 than in 1900—a most hopeful sign. Moreover, among the white population the actual number of illiterates increased in only two states, Texas and Louisiana, and in the District of Columbia, whereas among the negro population there was an increase in only one state, Oklahoma. These numerical (not percentage) increases are the result largely of the migration of whites to Texas and the District of Columbia and of negroes to Oklahoma.

#### CITIES SHOW BETTER THAN COUNTRY

It may knock out some preconceived ideas for advertisers to learn that illiteracy is much less prevalent in cities having at least 25,000 population than in the smaller cities or country districts. To this, as to all rules, however, there are some exceptions, the most notable being in the New

England and North Atlantic States in some of which there is a considerable population that live outside the cities of over 25,000, and yet, by reason of living in suburbs, etc., have all the advantages, including superior school systems, which are usually found only in the largest cities.

The greater illiteracy in the country has been due almost entirely to the difficulty of providing school facilities for a scattered country population, and as the country becomes more thickly settled—thanks to intensive farming, the "back-to-the-farm" movement, etc.—and as the rural school transportation system develops, this percentage will steadily and perhaps rapidly decrease.

There are other seemingly contradictory phases of the illiteracy situation. For instance, in almost every state if the entire population over ten years of age be taken into account, it is found that the females are more illiterate than the males; yet if only the children, or the population under twenty-four years of age, be considered the males are the more illiterate, due doubtless to the greater propensity of boys to desert school in order to go to work. That the positions of the sexes in the statistics are later reversed indicates how many men resort to self-instruction or belated education.

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#### CHEAPER TO SEND SAMPLES VIA EUROPE

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The New York Board of Trade and Transportation has appointed a special committee to investigate the provisions of the new parcels post law, especially as they apply to the mailing of samples of merchandise. The discrimination in rates on samples mailed from European concerns and those sent in the domestic mails is to be taken up.

Albert Plaut, of Lehn & Fink, New York, says that through experience he has found it economical to pack samples in this city, affix foreign postage stamps and then ship them in bulk to some city in Europe, where they are mailed to business concerns in this country. A sample package bearing a foreign postage stamp, said Mr. Plaut, attracted more attention than one bearing a United States stamp.

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Guy S. Osborn, of Chicago, has been appointed Western representative of the *New York Times*.

**COCA-COLA SUIT RESTRAINS USE OF "COCA AND KOLA"**

DECISION OF JUDGE LACOMBE IN THE MATTER OF INFRINGEMENT BY THE A. D. S. OF COCA-COLA'S TRADE RIGHTS—WHY COCA-COLA, THOUGH DESCRIPTIVE, IS HELD AS A VALID TRADE-MARK

On October 7, Chief Justice Lacombe, of the United States Circuit Court of Appeals, in New York, sitting as District Judge, handed down a decision of interest to advertisers, in a case brought by the Coca-Cola Company that restrains the American Druggists' Syndicate and a number of retail druggists in New York City from infringing Coca-Cola's trade-mark rights.

Early this year the American Druggists' Syndicate began to distribute, through retail druggists, a product which it called on its label "Extract Coca and Kola," and in its advertising "A. D. S. Coca and Kola" and "Coca and Kola." It did not advertise this product except to its members, through its house-organs; but in this advertising it used various devices, such as the arrow long used by the Coca-Cola Company, and with which the A. D. S. coupled the phrase "Every time you see an arrow think of — —." It advised its members to say to their customers, "Please try this Coca and Kola," etc. These devices, the Coca-Cola Company claimed, constituted unfair competition. The record did not show a single instance of this product being advertised to the public, and yet the record shows that the American Druggists' Syndicate claimed in advertising to have sold in three months more than a million drinks of this product.

In answer to the contention of the Coca-Cola Company that "Coca-Cola" is a valid trade-mark, and that the defendants had been guilty of unfair competition, the defendants alleged that "Coca-Cola" was not a trade-mark, because the name was composed of



**The Old Hampshire Bond Book of Specimens contains at least one suggestion for stationery that you will want to adopt.**

**Write for this on your present letterhead.**

**HAMPSHIRE PAPER CO.**

*South Hadley Falls, Mass.*

*The only paper makers in the world making bond papers exclusively.*



two words which were the names of substances, which everyone was free to use, and, further, that "Extract Coca and Kola" was a true name for the A. D. S. product.

The reply of the Coca-Cola Company was that even if the defendants make an extract of coca and kola if they sell it as a soft drink they cannot sell it under that name; that this so-called extract is not an extract at all, but merely a basis of a soft drink gotten up solely to sell as and for "Coca-Cola"; that it contains so little coca and kola as to be not detectable by analysis, and is useless as a drug, and that, instead of being a true extract, is valueless for any purpose except for use as a soft drink.

On this point complainant was upheld by the court, Judge Lacombe calling the A. D. S. product a "soft drink." This feature of the case shows that misbranding can be enjoined regardless of the food law, in some instances. Business men suffering from substitution will do well to bear in mind that, as shown by this decision, it is unlawful to use, loosely, names of articles of commerce, be they well known or practically unknown, as are coca leaves and kola nuts. It seems reasonable that no one should be allowed to call a product an extract of certain substances, when the amount of these substances in the product is almost infinitesimal.

This case is also interesting, because it is an application of the ten-year trade-mark law to another important article of commerce. This Act, it will be recalled, was passed on February 20, 1905, and provided that marks which had been used for more than ten years prior to the passage of the Act could be registered as trade-marks, even though at the time they were originally chosen as trade-marks they could not be used as trade-marks because they were, for instance, descriptive, geographical, or common words of the language. This legislation was aimed to protect the investment of business men in advertising marks which had been used

more than ten years prior to February 20, 1905, which they could not under the then existing law protect as trade-marks.

Much litigation as to the meaning of this law has arisen in connection with the use of the term "Davids' Inks."

An examination of the record which was presented to the court in this case shows the tremendous importance which advertising plays in the establishing of a trade-mark. In the affidavits which the Coca-Cola Company presented to the court, sustaining its case, one finds detailed in great particularity by Mr. Dobbs, Mr. D'Arcy and others, the history of the advertising of the Coca-Cola Company; and on these facts the company rests, in no small measure, its claim that its name has become a common law trademark.

These facts are cited in support of the contention which the company made that, should the court hold (despite the decisions to the contrary which the company has already obtained), when it was chosen the name Coca-Cola could not be a valid trade-mark, and, should it also hold that it had no valid trade-mark under the ten-year law, it nevertheless had a property right in the association in the minds of the public between the drink and the Coca-Cola Company, created largely by advertising, which right the court must protect.

#### THE PLAN OF A YEAR'S STUDY IN ADVERTISING

New York University is giving in 1912-13 a practical year's course in advertising. Studies will be carried on under the direction of Harry Tipper, advertising manager of the Texas Company, New York, and president of the Technical Publicity Association.

The course is divided into five parts, as follows:

Division I: Advertising and its relation to business;

Division II: The medium in relation to the audience;

Division III: What to say to the audience (copy, layout, engraving, sampling, etc.).

Division IV: Systems and equipment (accounting, methods of follow-up, cost analysis, etc.).

Division V: The planning of an advertising campaign.

# The Chicago Examiner's Statement to the U. S. Government

From The Chicago Examiner of October 7th

The Examiner management was advised by counsel that the Congressional enactment known as the Newspaper Law is in violation of the Constitution and therefore void. But, as there is nothing The Examiner desires to conceal, the accompanying statement has been filed with the Federal Authorities and given publicity. We beg leave to call the attention of our advertisers to the fact that circulation figures were generally maintained in face of disturbed conditions owing to a strike of pressmen and stereotypers.

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement: Daily, 204,289; Sunday, 503,216.

ILLINOIS PUBLISHING AND PRINTING CO.  
by H. M. CAMPBELL, Business Manager.

Sworn to and subscribed before me this 5th day of October, 1912.

E. J. BANGS, Notary Public.

(SEAL)

(My commission expires January 18, 1914.)

85% of The Examiner's daily circulation and 67% of the Sunday circulation is within the Chicago District. The Chicago Examiner has more circulation in Chicago by many, many thousands than any other morning newspaper, and The Chicago Sunday Examiner exceeds the total circulation of any other Chicago Sunday newspaper by over 200,000 copies.

M. D. HUNTON,  
220 Fifth Avenue, New York.

E. C. BODE,  
Hearst Building, Chicago.

## ONE WAY TO STOP THE FOREIGN GOOD-WILL PIRATE

SUGGESTION OF WAY OUT OF A TRYING POSITION FURNISHED BY PROCEDURE TO STOP MEXICAN INFRINGER OF "BIG BEN" ALARM CLOCK TRADE-MARK — SUIT BROUGHT IN NEW YORK COURT AND MEXICAN, HALED INTO COURT ON BUSINESS TRIP TO THE METROPOLIS, AGREES TO CEASE PIRATING

By *Edward S. Rogers*,

[EDITORIAL NOTE.—The news report submitted by Mr. Rogers herewith will be read, with a full regard for its prime importance, by all manufacturers who have not been able to obtain decent protection of their trade rights through courts of foreign countries. Many countries allow the use of a trade-mark to the person who first registers it.

The opportunity is, therefore, most attractive to the unscrupulous; merely by "beating an American manufacturer to it" he may pre-empt the rights of an American advertiser who has originated and made valuable the trade-mark thus pirated. The following article shows one way out—the best, perhaps, under existing unsatisfactory circumstances.]

It is unfortunately a common occurrence for agents and others to register well-known brands in foreign countries in their own names. They are enabled to do this on account of the fact that the trade-mark laws of many countries are based on a different theory from ours. In the United States trade-mark ownership depends upon priority of adoption and use of the mark. Registration is the public record of a claim of right based upon priority of adoption and use. It creates and confers no right in the registrant that he did not already have, and takes nothing away from others.

In many countries, however, where the English common law does not prevail, the right to a trade-mark depends upon registration entirely; that is to say, the person on the register is the owner irrespective of whether he really owns the mark, in accordance with our ideas, or not. It has of late years become quite a

common practice for persons resident in countries where registration is creative to register in their own names valuable foreign brands and to appropriate them to their own purposes or annoy the true owner until he buys off the pirate. It is a common experience to have resident agents of American trade-mark owners register their principal's marks in their own names. No trouble follows as long as the relations between principal and agent are continued and are to the satisfaction of the agent, but the minute friction occurs he makes trouble either by excluding his principal's goods from the country or having others manufactured and applying the trade-mark to them. The foreign producer is without redress because, according to the law of the country, the registrant is the owner of the mark and the agent is the registrant. This condition of affairs is common in many South American countries, in Cuba, Mexico, Japan and elsewhere.

The particular case to which I desire to call attention arose out of the following state of facts. The Western Clock Company is the producer of the widely advertised and well-known "Big Ben" clocks. Shipments of clocks marked with the trade-mark "Big Ben" were made to Mexico shortly after the clock was introduced to the American market. A. C. Smith is a jeweler in Mexico City. He purchased "Big Ben" clocks from time to time from the Western Clock Company. He was not the exclusive distributor of "Big Ben" clocks in Mexico, as shipments were made to other dealers. Smith, however, bought and sold a large number of "Big Ben" clocks and did some local advertising.

On April 22, 1911, he registered the name "Big Ben" in Mexico as his trade-mark and in his own name, and thereupon wrote a letter to the Western Clock Company, in which he said:

We wish also further to advise that some six months ago we took out patents on the words "Big Ben" as applied to clocks, watches and other time-

pieces, for commercial purposes. Your trade-mark covers the manufacture. We can brand any timepiece with the words "Big Ben" and prevent anyone else using this name commercially on time-pieces. While you can control your own manufacture, you cannot prevent us having clocks made in Germany or elsewhere bearing the name "Big Ben" and it is within our right to shut off the trade in Mexico from handling any timepieces bearing the name "Big Ben" unless through us or with our permission. If this thing keeps up of other dealers getting "Big Ben" and cutting prices, we intend to take the matter up legally and protect our rights. It is not from a selfish motive but the protection that we believe we are deserving.

With compliments of the season, we remain

Yours truly,

The matter was then placed in my hands. I communicated with Mr. Smith in the endeavor to get him to either cancel his registration or assign it to the Western Clock Company, but this he declined to do. I communicated with our Mexican associate and instructed him to proceed against Smith to get the registration expunged, but before doing so to call upon Smith and try to persuade him to cancel his registration of our trade-mark. Our Mexican associate wired that Mr. Smith had left Mexico City and was on his way to New York. We thereupon prepared a complaint in the Supreme Court of New York and started a suit in that court against Smith, asking that he be enjoined from claiming any rights in the trade-mark "Big Ben" or under his registration, and for an order compelling him to assign the mark to the Western Clock Company, or, in the alternative, to execute a petition, directed to the proper authorities of the Republic of Mexico, to cancel his registration of "Big Ben." Smith was personally served with process on his arrival in New York City.

Testimony was taken, and on September 30th a decree was entered by Mr. Justice John W. Goff wherein it was

Ordered, Adjudged and Decreed that the defendant, Alfred C. Smith, in procuring the registration in his own name, and for his exclusive use in the Bureau of Patents and Trade-marks in the republic of Mexico of the trade-mark words "Big Ben" as applied to clocks

## Full Measure

The Woman's  
Home  
Companion  
is the  
full measure of  
a woman's  
life.  
It covers every  
department  
in which she  
is interested.

and timepieces and in procuring the issue to himself of certificate, number Eleven Thousand One Hundred Forty-five (11,145) of said Bureau of Patents and Trade-marks, dated the 22nd day of April, 1911, has acted in fraud and in violation of plaintiff's rights in and to the use of the said trade-mark words "Big Ben" as applied to clocks and timepieces in the republic of Mexico and elsewhere, and

Ordered, Adjudged and Decreed that the defendant, his agents, servants and employees be, and they are perpetually enjoined and restrained from claiming to be the owner of the trade-mark words "Big Ben" and from claiming any rights thereto under and by virtue of the said registration thereof by the said defendant in the republic of Mexico, or under or by virtue of the said certificate, No. 11,145, issued by the Bureau of Patents and Trade-marks to the said Alfred C. Smith, as aforesaid, and from in any way interfering with the plaintiff's trade or the sale of clocks or timepieces manufactured by plaintiff and sold in the republic of Mexico or elsewhere by plaintiff or other persons or corporations to whom plaintiff has sold its clock or timepieces, and

Ordered, Adjudged and Decreed that the defendant, Alfred C. Smith, forthwith assign and transfer, by proper instrument in writing, to this plaintiff, Western Clock Manufacturing Company, all right and interest in and to the registration of the trade-mark words "Big Ben" protecting clocks, number Eleven Thousand One Hundred Forty-five (11,145), the certificate for which registration was issued to the said defendant, Alfred C. Smith, by the Bureau of Patents and Trade-marks in the republic of Mexico on the 22nd day of April, 1911, or, in the alternative, said defendant, Alfred C. Smith, is ordered and directed to forthwith execute and deliver to the said plaintiff, Western Clock Manufacturing Company, a petition in proper form to the director of the Bureau of Patents and Trade-marks in the republic of Mexico for the cancellation of the said registration in the name of the said defendant, Alfred C. Smith, of the said trade-mark words, "Big Ben," or to execute and deliver to this plaintiff, Western Clock Manufacturing Company, such other proper instrument or instruments in writing, directed to the proper authorities in the republic of Mexico, as may be necessary and proper to enable the said plaintiff to procure the cancellation of the said trade-mark numbered 11,145 to protect clocks and now standing in the name of the defendant, Alfred C. Smith, and

Ordered, Adjudged and Decreed that the plaintiff recover judgment against the defendant for the costs of this action to be taxed by the clerk, amounting to \$97 10/100 and that the plaintiff have execution therefor.

Enter

J. W. G.

Justice of the Supreme Court.

On the same day a copy of the order was served upon the defendant, and an assignment of his Mexican registration and petition

to cancel it tendered to him, and rather than run the risk of a commitment for contempt of court, he executed both.

Of course we were singularly fortunate in being able to reach the defendant through the American courts. There is no doubt that the American courts have jurisdiction to grant such relief as was obtained in this case when they acquire jurisdiction of the person of the defendant because the remedy sought is purely personal and it is not material that the subject-matter of the controversy may be located in a foreign country.

It seems to me that this is an important matter of news because, as far as I know, it is a novel application of an old rule of law, and it is the first instance that I know of where, through a combination of circumstances, the American courts have compelled the assignment of trade-mark registrations taken in foreign countries by persons who, according to our ideas of property, are not entitled to them. The abuse to which I called attention at the beginning of this report, namely, the registration by agents and others not entitled, of valuable foreign marks is a common one and one which many American producers have been subjected to. The above indicates one way of meeting the difficulty.

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#### HANSL RETIRES FROM "BUSINESS"

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Proctor W. Hansl, for some years editor of *Business*, formerly *The Book-keeper*, has retired from all connection with the magazine. He will in future give his entire attention to the literary syndicate, Seth Moyle, Inc., of which he has been, and continues to be, president. This syndicate represents such authors as Sir Gilbert Parker, Rex Beach, Herbert Kaufman, Richard Wightman, etc.

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#### NEW ORLEANS AD CLUB FLOURISHING

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The Ad Club of New Orleans held its first fall educational meeting on Tuesday, October 8. Dr. F. A. Wynn, of Dallas, Texas, was one of the speakers. J. V. Dugan and C. W. Townsley also read interesting and instructive papers. Meetings are held every other Tuesday. The membership of the Ad Club of New Orleans is now 193.

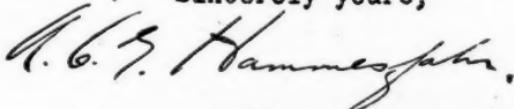
## THE ADVERTISING DEPARTMENT

**Collier's***The National Weekly*  
P. F. COLLIER & SON  
(INCORPORATED)**The Housekeeper***A Monthly Magazine*  
P. F. COLLIER & SON  
(INCORPORATED)

Dear Mr. Martin:

As Advertising Manager of  
**Collier's Weekly** and **The Housekeeper**,  
the keynote of Mr. Patterson's work  
has been service to advertisers and  
agencies. This shall be before me  
constantly in trying to follow in his  
footsteps and shall always be upper-  
most in the minds of every member of  
the Advertising Department.

Sincerely yours,



ADVERTISING MANAGER.

J. G. BERRIEN  
Eastern ManagerJOHN E. WILLIAMS  
Western Manager

## MANUFACTURER SHOULD STUDY DEPARTMENT STORE PROBLEMS

DEPARTMENT STORE MAN SUGGESTS  
HOW RELATIONS MIGHT BE MADE  
MORE PROFITABLE—STORE SERVICE  
WHAT BUYER WANTS—C. C. PARLIN,  
OF CURTIS COMPANY'S RE-  
SEARCH BUREAU, GIVES RESULT  
OF INVESTIGATIONS

E. J. Frost, vice-president of William Filene Sons Company, Boston, made some frank statements about the attitude of the big department store toward nationally advertised goods in his speech before the members of the Advertising Men's League of New York City, at the Aldine Club, New York, on Tuesday evening, October 8. Mr. Frost, who helps to direct one of the foremost retail merchandising firms in the East, set forth clearly the position of the big store in deciding what goods it will buy. While he did not imply that such a concern was hostile to advertised brands, he suggested that relations would be far more friendly if the advertising manufacturer made a more thorough study of the department store's problems.

"Sooner or later," said Mr. Frost, "the retailer will find some other source for his supply—a source that will give him goods of equally fine quality—unless that manufacturer is careful."

The speaker inferred that advertising men in general were in a state of delusion as to the force of their national advertising. The department store people, he thought, had already found out that the average woman reads department store advertisements with less interest than is usually supposed, and it had been discovered that the bait of "cut prices" is not the one to catch the public.

Store service, Mr. Frost urged, is the thing that the department store manager must study. This service, he said, is a matter of "offering the public what it wants, at the time it wants it, at a price it is willing to pay." The advertis-

ing man of the future must make this the keynote of his story and those who deal with department stores must know selling to such an extent that they can guarantee the goods offered, and be prepared to tell the truth about them.

At the beginning of his talk, Mr. Frost told of the Filene Company's experiences in cutting prices on Ingersoll "Dollar" watches to fifty-five cents and how the Ingersoll Company had promptly objected, with success. These remarks caused much smiling, not a little of which came from William H. Ingersoll, who was acting as toastmaster. In discussing the matter, during the period set aside for questions, Mr. Frost made it plain that he is against price cutting in general and he referred to a movement on the part of several merchants who had contemplated forming an association whose members should not cut prices on an advertised article without the consent of the manufacturer. The other speaker was C. C. Parlin, of the Curtis Publishing Company's Research Bureau, who discussed interestingly some of the phases of his work in the dry goods field. Mr. Parlin expressed the classification of dry goods stores in new terms, giving, for example, the data to prove that stores with given ratings usually are to be found in groups of three to a community. This, the Curtis Company had been led to infer, was because of the evolution of the idea that a woman chose to make her selections through comparison of the stocks of at least three stores. Mr. Parlin stated that, as a rule, no one dry goods store ever had a monopoly. If it happened to be the only store of its kind in the community, the shopper went to the next largest center to compare notes, and the store went out of business.

The Curtis Company, Mr. Parlin said, had figured that in the 100 largest cities of the United States, the per capita expenditure in dry goods stores amounted to thirty dollars a year.

Mr. Parlin gave some interesting data in response to questions about dry goods store profits. His

company had found, he said, that fifty-five per cent of the retailers who objected to carrying advertised goods, based their objections on the lack of profit in such goods. The company had concluded, he said, that a merchant needed a profit of twenty-five per cent on the cost or thirty-three and one-third per cent on the selling price, to do business. It had been found that many merchants were figuring their rate of turnover at the wrong time, he said. The proper time, he thought, was not at inventory, as commonly practised, but at a time when the stock was more nearly normal.

Mr. Parlin told of his investigation of the functions of jobbing houses in the textile field. The percentage of profits to jobbers, he stated, had been cut down to such an extent that many of them are now doing business in these lines at a loss.

•••  
HILL COMPANY WILL MOVE UPTOWN INTO ITS OWN BUILDING

The Hill Publishing Company, publishers of *Power*, the *Coal Age*, the *American Machinist*, *Engineering News* and the *Engineering and Mining Journal*, has bought a lot at Thirty-sixth street and Tenth avenue and will erect a publishing building on it. Just what style of a structure will be erected has not been determined. As the company's lease on 505 Pearl street does not expire until 1914, it is planned to take plenty of time in the erection of the new building. When the building is completed the entire Hill business will abandon 505 Pearl street and move uptown.

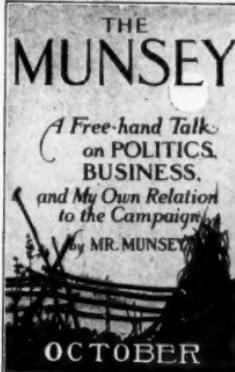
•••  
BOYCOTT OF FREE DEAL MANUFACTURERS

The Missouri State Retail Merchants' Association, at its recent convention, not only passed a resolution condemning "free deals," but went further along the lines of effectiveness with the following:

*Resolved*, That we pledge ourselves not to patronize those jobbers and wholesalers who persist in obtaining sales and business in this manner.

*Be it resolved*, That we, the Missouri Retail Merchants' Association, here assembled recommend that our legislative committee be instructed to introduce a bill in our next legislature to abolish free deals and rebating.

William Griffith, formerly editor of *McCall's Magazine*, has taken the editorship of the *Semi-Monthly Magazine Section* with offices in the Fifth Avenue Building, New York City.



"IT'S the best thing any magazine has done for a long time," say many advertisers referring to Munsey's Suggestion Department.

Our readers like it too. We have had five hundred letters and a thousand suggestions in thirty days.

The Frank A. Munsey Company

175 Fifth Ave., New York

# Woman's World Circulation Audit by N. W. Ayer & Son

**Auditor's Report on Woman's World, Published at  
Chicago, Ill., by Woman's World Publishing Company.**

Date of Audit, Aug. 30-Sept. 5, '12. Period covered by audit, 9 mos., Jan. 1, '12, to Sept. 30, '12, inc.

**DETAIL OF DISTRIBUTION—Averages**

Mail Subscribers.....	2,027,598
Dealers	Free for Service
Special Sales	Sample Copies
Total Average Circulation.....	2,027,598 (net cash paid)
Average circulation first month of audit (January, 1912)	1,909,297
Average circulation last month of audit (September, 1912)	2,029,173
Month showing highest average circulation (June, 1912)	2,161,749
Month showing lowest average circulation (January, 1912)	1,909,297

## GENERAL OBSERVATIONS AND PARTICULARS

In accordance with the invariable rule, this audit was made to cover the full period of nine months, or nine complete mailings of a monthly magazine.

The management exercised the usual option, and directed that this audit be made on the net cash paid basis, declining credit even for "Service" copies to bona fide readers. Therefore, the count was confined to advance-paying, individual subscribers. There were excluded the following classifications, average number of each issue being given: 5,684 copies to advertising agents, general advertisers and exchanges,

12,069 mailed sample copies, 12,413 copies to subscription agents and paid for by them; 9,501 stamped sample copies and 3,544 left-over copies—a total each issue of 43,211 magazines.

Full access was given the examiner to all records, lists, accounts, orders and other data bearing on production, distribution and receipts of circulation.

It is proved that on the "irreducible minimum" of paid subscriptions, the Woman's World Publishing Company exceeded its guarantee to advertisers by an average of 27,598 copies each issue. If the definition of circulation adopted by nearly all periodicals of general distribution were applied, this figure would be increased to 70,809 copies.

Comparing ninth month with first, there was a gain of 119,876 copies or 6.28 per cent.

Most satisfactory verification of the monthly reports of the Superintendent of mailing room was made possible by the completeness of press room records of net paper consumption. In this calculation the result was not only a good "check," but variations in paper weight were so closely balanced that the greatest disparity for any one issue was 4,160 copies, or .2 of 1 per cent; while in one instance a claimed production of 2,004,950 was verified within 23 copies.

An exhaustive investigation as to the paid-up condition of the subscription list was made. The auditor selected from the files, at his own option and at random, the original orders from 1,000 individual subscribers, with each of which payment was remitted and received. Tabulation of data in these orders yielded the following significant statistics: Average of remittances, 30.7 cents; average period covered by payment, 1.443 years—77.5 per cent one year, .8 of 1 per cent for two years, 21.6 per cent for three years, .1 of 1 per cent four years. Not one subscription was found to have been received at less than published rates.

May average was "high"; that for August, nearest the period average.

CHAS. S. PATTERSON,  
Authorized Auditor.

Chicago, Ill., September 5, 1912.

## RIGHT AND WRONG USES OF BORDERS

OFTEN AN AD IS WEAKENED BY YIELDING TO A TEMPTATION TO INTRODUCE A TOUCH OF ART BY A BORDER—EXAMPLES FROM CURRENT ADS

By Gilbert P. Farrar

"How can we make our ad distinctive?" says the average advertiser.

"Get a nice hand-drawn border," answers the average ad man.

This theory would be excellent if all ads were full-page or double-page ads. Or, if the small ads with hand-drawn borders did not say so much.

Sometimes, I believe a real star of an ad man puts out a handsomely bordered ad because the customer demands it. Said customer wants his product surrounded by art, wants to say much about the product and yet he can use only very small space.

The result is usually similar to

the three ads shown in connection with this article.

The Duntley Cleaner ad (Fig. 1) has good copy, a good heading and a good human interest picture.



FIG. 1.—ORIGINAL DUNTLEY AD WITH HIGH ART BORDERS AND OTHER DETAILS OPEN TO CRITICISM



FIG. 2.—SUGGESTED IMPROVEMENTS IN DUNTLEY LAYOUT



But the heading is submerged to make room for a few leaves of art, and the reader does not get any connected idea from the picture.

By crowding the brand name into the lower part of the picture, the product is made indistinct; and by displaying the name only, the average reader must look twice to see whether it is an ice cream freezer or a milk bucket.

In Fig. 2, I have displayed the human interest heading and put the cut of the picture down near the name. Also the word "Cleaner" is made larger to explain the article.

Another big selling point is lost in Fig. 1.

FIG. 1.—ORIGINAL DUNTLEY AD WITH HIGH ART BORDERS AND OTHER DETAILS OPEN TO CRITICISM

This is the fact that "35,000 are already in use." I have placed this where it is hard to miss—under the product. The heavy rule at the bottom of the ad helps to feature this and also helps balance the cut at top.

The border on the Carstairs Rye ad (Fig. 3) is entirely too heavy for the nature of the cut at the top of this ad.

Being so heavy, this border also

established in 1788 and not the club. For that reason I place this phrase at the bottom near the curved lines.

Then we have a straight story at the top, and the reader has a better chance to grasp the ad man's subtle rhyme on rye.

This arrangement and change also allows more room between type and border.

Hand-drawn, artistic borders



FIG. 3.—GRAND LITTLE BORDER BUT HOW ABOUT THE AD?



FIG. 4.—PUTTING ON LIGHT BORDER THAT GIVES THE PICTURE AND THE BOTTLE A CHANCE

kills the effect and the strength of the bottle at the bottom.

This border has no relation to rye whiskey, so why not use two plain one-point rules instead, as shown in Fig. 4?

These rules harmonize with the cut and contrast against the bottle, which gives the message in an instant; namely, the club scene, the name of the whiskey and the bottle of the goods.

The words "Established 1788" have no place near the club scene at the top. It is the firm that was

have their place in ads, but not at the expense of the message.

Pardon the effrontery, but the Buster Brown Hosiery ad (Fig. 5) is really a puzzle.

Here is a human "limb" coming out of space and accentuated by a frame of white space, while the heading says: "Join Buster's 'Darnless' Club." I have been wondering why "darnless" is quoted. Is it cribbed from some one and quoted to give credit? Or, has it a double meaning?

The border around this original

ad is so large as to make the type too small for easy reading. Legibility has been sacrificed in order to use "one of those new, nifty borders."

In Fig. 6, we show first the name—"Darnless," then the fact that it means "Guaranteed Hosiery," next picture of the hose and then the box used for packing the article.

Now, we bring in the "Join Buster's 'Darnless' Club" and set the type a trifle larger below this.

Then we display the price—as it's very reasonable—and next in order for display is the fact, "Ask Your Dealer, or Order Direct."

To still retain some of the art border we place a band of it at the top and bottom to hold the ad together. As this was a half-page magazine ad the sides of the border are not necessary to keep the eye from wandering.

Fig. 6 gives a more connected lay-out, the reader knows in an instant that we are trying to sell him four pairs of guaranteed

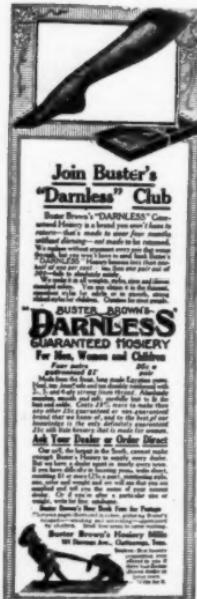


FIG. 5.—SELLING POWER CHOKED BY ART



FIG. 6.—PLAYING UP SELLING POINTS



FIG. 7—WHEN BORDER DOES NOT DISTRACT

socks for one dollar, and we have more room for type.

Selecting a border for an ad is a very difficult problem, especially when the ad is small.

Small type and much border in small ads nearly always make for confusion.

Even on large ads the border should be related to the subject or used to lend *environment* and not used simply because it is pretty or because it is costly.

The Waterman's Pen ad (Fig. 7) is an excellent example of a good use of a border. Note small amount of type.

#### HARRISON PARKER RE-TIRES FROM AGENCY

Harrison M. Parker, at one time advertising manager of the *Chicago Tribune*, has retired from the Stack-Parker Advertising Agency of Chicago. In association with J. L. Stack, Mr. Parker built up an extensive agency business. Mr. Stack purchased the interests of Mr. Parker upon the latter's retirement.



LOOK FOR THE "EAGLE A" WATER-MARK  
IT'S A GOOD HABIT



## In Your Own Business, Quantity-Production Minimizes Cost of Production

¶ The principle is as old as the art of manufacturing, itself.

¶ It is this principle that is responsible for the fact that in



you get the best possible paper quality whatever the price you pay.

¶ 29 mills—all operated under one management—stand as the proof.

¶ No other line of papers is produced under like economical manufacturing and selling conditions.

¶ Instead of 29 independent organizations operating and selling independently, these 29 mills—each manufacturing its distinct grade of paper insuring superior merit through specialization—are banded together for the purpose of "buying most economically" and "selling most economically."

¶ The user of an "Eagle A" Watermarked paper—irrespective of price—may be sure that whatever quality he buys—he buys the best that can be made.

Ask your Printer or Lithographer to show you samples of

To make your letters most impressive and convincing up



Or, write us and we will send you a Portfolio containing Printed Business Forms on six of our products. Write today.

In writing please mention which of these Sample Sets you prefer.



### COUPON BOND

*The De Luxe Business Paper*

The Peer of the "Eagle A" Water Marked Line. May we send you samples of this paper?

**AMERICAN WRITING PAPER COMPANY**  
31 Main Street, Holyoke, Massachusetts  
Twenty Nine Mills

OLD HEMPSTEAD BOND



SECURITY TRUST BOND

AGAWAM BOND - BANKERS BOND - CONTRACT BOND - COUPON BOND - JAPAN BOND

# AN UNSOLICITED FROM A WELL-KNOWN

F. M. CRAWLEY

P. S. C. Y.

F. M. CRAWLEY, B.

REAL ESTATE BROKERS

OFFICES, PL. BUILDING  
(OPPOSITE LAW STATION)TELEPHONE CONNECTION  
2 DIRECT WIRES

ONT

Editor New York American, New York.

Dear Sir: We desire to register our hearty approval of the action taken by your journal in the recent issue in which the Real Estate business has been exposed. We are gratified to find that the administration to bring such practices to the notice of the public has been successful. The cost of losing thousands of dollars to the "big columns" meets absolutely with the approval of every man, no matter in what line he may be engaged. We hope that all other New York daily papers will follow your example.

Frankly, until our notice was published we were not waging against the corrupt conditions in the real estate business. It is in our advertising list. It is in our advertisements appearing recently in the most unlooked-for responses. We have been in their homes--bankers, lawyers, physicians, dentists, etc. We have had correspondence with us as a direct result of your fearless editorials and your leading advertisements.

We can recommend to "honest advertisers" the offerings of the New York American. It goes without saying that the paper is read by people who themselves give it a hearty endorsement.

Confident that your efforts will be appreciated by the public, we remain, Very Respectfully,

Reproduced From Original—Not A Change

# THE TESTIMONIAL CONSERVATIVE FIRM

P.S. C. Y.

J. J. CRAWLEY

CRAWLEY BROTHERS

STOCK BROKERS

C. P. BUILDING  
(BETWEEN LAGUARDIA STATION)

MONTCLAIR, N.J. October 4, 1912.

orkay.

or our party and unqualified endorsement  
ernal the expose of the disrepute into  
has fallen through the advertising  
the local, are unreliable. Your deter-  
es to the notice of the Public, even at  
of doors through your "Advertising  
h the approval of every honest business  
may be engaged. May we suggest the  
aily papers will follow your example.

was called to the war the American was  
dition we had never used your columns  
s-in a pleasure to assure you that  
recently in the American called forth  
s. who were interested in securing  
physicians, educators--have been in  
result of our using your paper as  
editorial policy on the subject of mis-

st tactisers," who have "honest  
can goes into the hands of and is  
given demand merely a straight-

s will be appreciated by the American  
spectfully

J. J. Crawley & Bros  
J. J. C.

Not A  
Changed

## SUIT STARTED TO TEST POSTAL LAW

"JOURNAL OF COMMERCE" STARTS PROCEEDINGS TO DETERMINE CONSTITUTIONALITY OF "RIDER" ON APPROPRIATION BILL—FOUR THOUSAND PUBLICATIONS HOLDING BACK AFTER OCTOBER 10—SOME NEWSPAPER COMMENTS ON THE BILL

The *Journal of Commerce and Commercial Bulletin* (New York), brought suit in the United States District Court, October 9, to test the constitutionality of the clause in the post-office appropriation bill which compels newspapers to print a list of their stockholders, circulation figures, etc. The suit is brought against Frank Hitchcock, Postmaster General; George W. Wickersham, Attorney General of the United States; Edward M. Morgan, Postmaster of New York City, and Henry A. Wise, United States District Attorney as joint defendants. The suit is brought through Alfred W. Dodsworth, secretary of the *Journal of Commerce* Corporation, and the court is asked to restrain the defendants from enforcing the regulations against that paper, since to do so would ruin its business and deprive the corporation of its property without due process of law.

This is the suit which has been expected for some time, and which is said to have the sanction of the American Newspaper Publishers' Association, of which the *Journal of Commerce* is a member. Whatever the outcome of the suit in the District Court it will probably go to the United States Supreme Court for final adjudication.

Editorially the *Journal of Commerce* says:

We believe that there can be no question of the propriety or desirability of this course, and there can hardly be a doubt that the courts will grant and sustain the injunction asked for until there can be a final and authoritative decision in a matter involving such an important principle of Government policy, and such a large interest in which the public has a peculiarly intimate concern.

A Washington despatch to the *New York Times* states that Post-

master General Hitchcock has waived the question of jurisdiction of the New York court over a Cabinet officer, and has requested Attorney General Wickersham to expedite matters as much as possible, so that the case may speedily be brought to trial. In the meantime, according to the same despatch, the Postmaster General does not intend to put the exclusion provision of the act into effect while the trial is pending, unless the complainant tries to delay matters with technicalities. Something like 9,000 of the 27,000 publications affected by the law had failed to file statements before October 10, but no warnings had been sent out by the post-office authorities threatening exclusion.

There is still much confusion about the requirements of the law, particularly with regard to the circulation statements demanded from newspapers. Several of the papers seem to have adopted in place of the definition of circulation propounded by the Attorney General of the United States, the one laid down years ago by George P. Rowell, the founder of *PRINTERS' INK*. After many years of experience as an advertising agent and in the conduct of the *American Newspaper Directory*, Mr. Rowell said:

The circulation of a newspaper is expressed by the number of complete copies printed. *What is done with the completed copies has a bearing only in fixing the value or character of the circulation.* (*PRINTERS' INK*, January 11, 1905.)

Mr. Rowell came to that conclusion after many years of struggling to get publishers to give circulation figures based on the same fundamentals. One publisher would include copies sent to newsdealers and later returned; another publisher would leave such copies out. One paper would include all copies sent to advertisers, another would leave them out of account. Each had a perfectly good argument for his way of doing it, but for purposes of comparison the figures were not what they might be, for no two sets were compiled in exactly the same way.

It is curious to note in this con-

nection the request which the Charles H. Fuller Company of Chicago is sending out for circulation figures to be included in its forthcoming directory. Inspired, no doubt, by the post-office regulations, the company adds the following postscript to its form request:

The definition of "net circulation" is one that has never been satisfactorily adjusted by any of the publishers' organizations, and it is our belief that the definition given in the blanks used by this agency is *much more liberal than is necessary under the circumstances*.

The Charles H. Fuller Company's definition of net circulation is "the number of complete copies actually distributed after deducting unused copies and returns from all sources; all copies sent to advertisers and advertising agents; to exchanges; copies used for files and other office purposes, and all copies used for samples."

But a good many publishers would argue with considerable justice that copies sent to advertisers and to exchanges have almost if not quite as much value for the advertiser as copies regularly subscribed for. If, therefore, one publisher leaves part of them in, in justice to himself, and another leaves them all out in conformity to the letter of the regulation, there is no basis for comparison between the two papers in the matter of circulation.

Most of the newspapers whose published statements have come to PRINTERS' INK have accepted Mr. Rowell's view of the matter, and have stated their entire edition without much hesitation. The New York *Morning World*, for example, gives its average number of copies distributed to paid subscribers for the past six months as 395,495. The last issue of Ayer's *Newspaper Annual* gives the circulation of the *Morning World* (without any restriction as to "paid subscribers") as 362,499.

Similarly, the *Evening World*, publishes its average to paid subscribers as 387,740. Ayer gives its total paid circulation as 401,523.

The Detroit *Times* publishes its

statement, together with an editorial in which it commends the law as a thing in which it has always believed, and which it is glad to obey. It gives its circulation to paid subscribers as 35,196. Ayer has 32,537.

Part of the edge of the *Times'* rejoicing is taken off, however, by the fact that in its list of stockholders the following entries appear: "W. H. Wetherbee and H. E. Spalding, trustees; William J. Gray, trustee." Editorially the paper says: "For its part the *Times* is glad of the opportunity of telling who its owners are," but the stern fact remains that it hasn't done it.

The Indianapolis *News*, in attempting to find out just what was meant by the sweeping provision that "all editorial or other reading matter . . . for the publication of which money . . . is paid, accepted or promised, must be plainly marked 'advertisement,'" drew the following letter from the post-office department:

WASHINGTON, Oct. 4, 1912.  
Mr. O. R. JOHNSON,  
Business Manager *Indianapolis News*,  
*Indianapolis, Indiana.*

SIR—With further reference to your letter of the 14th ultimo, in regard to Paragraph 3, Section 2, of the Act of August 24, 1912, I will say that, while I hesitate to construe this portion of the act because of the fact that it is penal in its nature, and must, therefore, in case of actual violation, be construed and applied by the courts, nevertheless, I will give you the department's view of its meaning.

The purpose of this portion of the act is obviously to require publishers to identify as "advertisements" such editorials and other matter, for the printing of which the publisher receives pay, as are often concealed under the guise of regular editorials or general news matter, such as textual writeups, descriptive news stories, etc., which have for their purpose the calling of attention to the merits of things in which the advertiser is interested. All editorials or other matter of this character should be signed "advertisement."

However, I do not understand the requirement to include regular display, classified or segregated advertisements in a newspaper or periodical where there can be no doubt in the mind of any person as to their character, but if the advertisement is printed in such position, or written up in such way, as to leave doubt of that fact I think it should be signed "advertisement." In fine, it is my opinion that it is the purpose of the law to have every advertisement, in whatever place, or in what-

ever form, clearly recognizable as such.

(Signed) JAMES J. BRITT,  
Third Assistant Postmaster General.

Some of the newspaper comments on the law have been bitter, others extremely favorable, while once in a while a publisher has waxed facetious. One of the best of the latter is the following from the Canton, Pa., *Sentinel*:

"It is not required by the act of Congress, but we do not mind telling the Postmaster General that we also own a lawn mower, and have a limited amount of stock in two different telephone companies. A dog locally known as 'Nigger' tags us around sometimes, but we disclaim all ownership of or responsibility for him. Said dog sleeps on the mat by our front door when he don't sleep somewhere else. He comes to our house when we have chicken for dinner, and he climbs up and licks our hands and face when he wants a favor. At other times he don't know us. Said dog is a pretty good politician. We don't know what he is running for, but the last we saw of him he was running from a chunk of wood we threw at him because he played tag with our undershirt hanging on the clothesline.

"We are a Taft man and we wear false teeth. We used to go to Sunday school.

"If there is any further information that the Postmaster General wants in regard to us or Canton *Sentinel*, he is respectfully referred to the police."

The New York *World* published an editorial on the same page with the statement entitled, "Russianizing the Post-Office," a part of which follows:

So far as the public is concerned, *The World* prints this information gladly and voluntarily. But we have not changed our belief that the law itself involves a mischievous, dangerous and unconstitutional exercise of Federal power that will not stand the test of the courts and could not be enforced if compliance were refused. To say that a newspaper may use the mails only on condition that it makes public certain facts concerning its management and financial status is like saying that a farmer may use the parcels post only on condition that he tells the Government what crops he raises and how much money he owes at the bank. We object most strongly to the Post-Office Department's being made an agency of inquisition rather than an agency to collect and distribute the mails.

#### SPHINX CLUB DINNER

The speakers at the dinner of the Sphinx Club, at the Waldorf-Astoria Hotel, October 8, were E. D. Gibbs, of the Kettelerinus Lithographic Company, Philadelphia, and Joseph P. Day, the New York auctioneer. Aside from the speaking the feature of the dinner was one entry on the menu, viz., real sword-

fish. This novel treat was curiously tasted and found highly palatable.

This was the first dinner over which Collin Armstrong, the president, presided. In his opening address he mentioned the fact that Mr. Gibbs, the first speaker of the evening, was one of the twenty who organized the Sphinx Club.

Mr. Gibbs discussed the "Trained Salesman." Some of his epigrammatic remarks were as follows:

"There are no set rules for good salesmanship or good advertising. These cannot be measured. Selling goods is one of the best callings there is and there is no limitation to a man's success, excepting that which he places on himself.

"The five things that a salesman must do to increase his knowledge—the five things that he must learn—are 'Listening,' 'Observing,' 'Reading,' 'Discussing' and 'Thinking.' The most important one of the five is 'Thinking.' Reading without thinking is only a kind of amusement."

"Every salesman should take to himself what Henry Ward Beecher said to his son: 'Hold yourself responsible for a higher standard than anybody else expects of you. Demand more of yourself than anybody expects of you. Keep your standard high. Never pity yourself. Be a hard master to yourself but lenient to everybody else.'

"The two great things a salesman should learn is when to talk and when not to talk and the greatest of these is when not to talk. There are more orders lost through too much conversation than from a lack of it.

"A man who won't kick at the price is not very much interested; a man who kicks at the price must be interested or he wouldn't kick.

"Before you can make a man say 'Yes' you have got to make him 'think' and 'see' 'Yes.'

"If the great manufacturing concerns of this country waited for salesmen to be born there would not be any goods sold. Business concerns are wise enough to know that given the necessary ability with proper help and right surroundings, a man can be trained to sell goods. Some of the greatest successes in the selling line are men who started in early life with no idea at all of selling goods.

"There is a maxim which says, 'When you buy keep one eye on your goods, the other on the seller. When you sell, keep both the eyes on the buyer.'

"The first thing to do when a prospect is talking is to listen.

"A man having a headache and a stomach too full will never be a hard worker.

"A lazy man is worse than a dead man, because he requires more space.

"Frogs wait until danger comes and then jump away. No business concern wants men who keep only one jump away from failure."

In his address Mr. Day enlarged upon the value of concentration, by the salesman, on special features of houses and land-plots that are found to appeal to the prospective buyer.

He then gave an entertaining exhibition of the auctioneer in action, "sell ing" a plot of Broadway land.



THE ART COLOR PLATE  
ENGRAVING COMPANY  
takes pleasure in announcing to all  
who are interested in improving the  
Quality, Efficiency, or wider Use  
of Advertising and Printing in 2, 3 and 4 colors,  
that

**MR. STANLEY WILCOX**

is now a member of this Company, and will in  
future serve the Advertising and Publishing world  
in this important, specialized field as Secretary  
and General Sales-Manager.

During the past twelve years Mr. Wilcox has  
been associated with the J. Walter Thompson  
Agency, the Coupe & Wilcox Agency, Success  
Magazine, the Butterick Publications and The  
Style Books.

This experience in developing New Adver-  
tisers, in preparing Plans and Copy, and in the  
laying out and buying of all kinds of Art Work,  
Engraving and Printed Matter, is at the service of  
all users of "ARTCO" Color-Printing Plates  
who desire such co-operation.

**THE ART COLOR PLATE  
ENGRAVING COMPANY**  
Ferdinand Hartel President  
A. D. Henderson Vice President  
John D. Schuller Treasurer  
418-426 West 25th Street New York  
Telephone Number 3888 Chelsea

## AFFILIATION ACTS AGAINST DISHONEST ADVERTISING

DEFINITE STEPS TAKEN AT THE ROCHESTER CONVENTION—EACH CLUB TO APPOINT VIGILANCE COMMITTEE AND A MEMBER OF EACH OF THE FOUR VIGILANCE COMMITTEES IS TO BE A MEMBER OF THE AFFILIATION VIGILANCE COMMITTEE—NOTABLE ADDRESSES AT THE BANQUET

About 500 attended the fall meeting of the Advertising Affiliation—the Detroit, Cleveland, Buffalo and Rochester Ad Clubs—at Rochester, Saturday, October 12. The members knew that they convened, not merely to enjoy themselves, but to do something tangible to check the ravages of dishonest and indecent advertising. They did it. And in what they did in this respect is centered the real significance of a well-handled and most profitable convention.

In brief, plans were taken for action along the lines of the Advertising Men's League of New York. This means that the plans have "teeth" in them.

Under Charles R. Wiers, of Larkin Company, Buffalo, who presided, a spirited discussion focused itself at the morning session in Powers Hotel upon this businesslike question: "What can the Affiliation do to suppress fraudulent advertising in its own cities?"

Alfred W. McCann, of Francis H. Leggett & Co., New York, and a member of the Vigilance Committee of the New York Advertising Men's League, had been summoned to advise the Affiliation about ways and means of effective action against advertising frauds. In a forceful, even scathing address, he said that the ad man, as a teacher, has little heeded the morality of his profession. The ad man has not realized how deadly may be his function. Mr. McCann then mentioned that, partly because of the bad teaching of the ad man, 235,000 little children in the past

four years have perished from mal-nutrition. Hundreds of thousands have come to have faith in consumption cures and the like. To do the great good he may, the ad man must take a full part in the reformation that is working.

Mr. McCann, in reply to questions, said that the Advertising Men's League of New York has had eighty-two cases brought before it. Of these, six have gone to the district-attorney. The league has a funds, a welfare and a legal committee. The function of the first is to supply the sinews of war; of the second to call upon "gray cases" (those where evidence is insufficient to convict, but where the dishonest intent is plain) and show them the error of their ways; of the legal committee to prepare for and carry through actionable cases.

Others who spoke were Walter B. Cherry, of Syracuse, E. St. Elmo Lewis, of Detroit; Sidney S. Wilson, a retailer of Willoughby, O., and C. A. Spaulding, a general manager of the Bell Telephone Company.

Mr. Cherry made the point that, inasmuch as it has been demonstrated that the present laws are ineffective with "gray" cases, a model law of the right kind should be put upon the statute books of the states.

Mr. Wilson said that a great deal would have been done when we shall cease, socially, to hold a man respectable who is dishonest in his advertising, and honest in other respects.

Mr. Lewis attributed much dishonest copy to the "bargain mania." Merchants and manufacturers, often, believe low price is an essential to success. He suggested a law like that in Kansas, which prevents Kansas farmers from being exploited.

A committee was appointed to discuss a plan of action, and in the afternoon its report was adopted. This report recommended the appointment of a vigilance committee, by each club, that these committees be organized like that of the New York Ad Men's League, and that one member of each club's vigilance

committee act as a member of the Affiliation Committee. Also it was recommended that each member of the Affiliation *scrutinize the character of his own advertising*; also that those who find that their copy is placed next a dishonest, an indecent or an otherwise objectionable ad in their papers notify the publisher of those papers.

The speakers at the afternoon session were: H. C. Brown, advertising manager of the Victor Talking Machine Co., whose paper is printed elsewhere in this issue; Frank Jewel Raymond, and M. M. Gillam.

Herbert W. Bramley, president of the Rochester Ad Club, was the toastmaster at the banquet in the evening. There were several speakers of national repute.

Louis Brandeis discussed "Big Business." He said that that business was most truly big which develops men and aids the community.

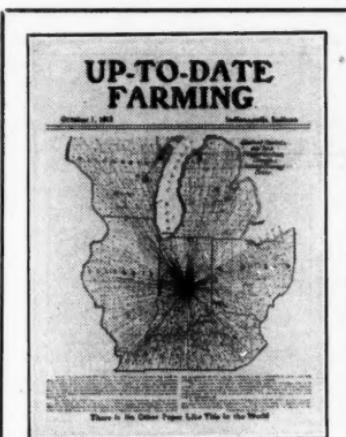
Hon. Talcott Williams, dean of the Pulitzer College of Journalism, gave a splendid address upon "Journalism of To-day and Tomorrow." In every department of the coming journalism the motto is to be Service.

Edwin S. Browne, efficiency expert of the Curtis Publishing Company, Philadelphia, discussed "Practicalities in Business Management."

Joseph Appel, of Wanamaker's, drew a picture of what an advertising manager is and does—"The Man Between" the producer and consumer.

Alvin Hunsicker proved to be the humorous treat of the convention. His subject was "Does Advertising or Salesmanship Sell Goods?" He said he was abroad when he was advised that this was to be his subject. "Doubtless," he remarked, "the committee didn't dare assign this topic to any man less distant than 6,000 miles from Rochester." He then said that both were needed—were in fact co-ordinate factors.

The next meeting of the Affiliation will be held in Buffalo in May or June, and the fall meeting of 1913 in Cleveland.



The Farm Paper  
That Pays Advertisers  
Has a Reason for Living

Manson Campbell Co., manufacturers of Fanning Mills have advertised in UP-TO-DATE FARMING for ten years consecutively.

Mr. Advertiser: Would this advertiser continue to use the paper if it did not pay him? You know he would not. Read this letter and you have the secret:

Detroit, Mich.

Up-to-Date Farming:

We are exceedingly pleased to be able to report that your good paper, Up-to-Date Farming has, during the past five months, brought up such a splendid class of inquiries as to develop 50 per cent of sales. Considering that we regard a Fanning Mill inquiry of value and good prospect to sell to as long as five years, after date of its receipt, it is not unreasonable to expect that our sales will increase to 100 per cent, as we have sold 50 per cent within the first five months of the beginning of our campaign with you.

THE MANSON CAMPBELL CO.

Do you know of any paper that can beat this? Isn't this good enough for you?

**UP-TO-DATE FARMING**  
 1st and 15th of Each Month  
 INDIANAPOLIS

New York Chicago  
 Hopkins Special Agcy. T. W. Farrell, Mgr.  
 150 Nassau St. 1206 Boyce Bldg.

## HOW TO GET THE MOST OUT OF THE ORGANIZATION

HOW THE HUMAN MACHINE REPRESENTS EXPLOITATION AND RESPONDS TO THE RIGHT HANDLING—WASTE OF MEN WHICH IS WORSE THAN WASTE OF MATERIALS—"CODE OF PRINCIPLES" AS A STANDARD OF MEASUREMENT—HOW THE HEAD OF THE INVENTIONS DEPARTMENT WON A SALES CONTEST

By Roy W. Johnson.

Walter H. Cottingham, president of the Sherwin-Williams Company, said in an article published in PRINTERS' INK for July 20, 1911:

The greatest factor in organization, in my estimation, is the human factor. It is not things that make life—it is people. It is not things that make business, it is people—people with red blood in their veins, men and women with hearts and feelings and aims and ambitions—men and women susceptible to encouragement and sympathy and training and discipline.

This is the great and most important raw material that every modern business man aiming to do a large business must deal with.

Too many of us are paying too much attention to the *things* of business and too little to the people who make and handle the thing.

Most concerns admit it—theoretically. But when it comes to the practice—with the stockholders demanding more profits from the board of directors, the board "speeding up" the general manager and that functionary handling it on clear down the line—the cry has to yield to conditions. The *things* of business get first attention and the people who handle them are taken care of incidentally when it happens to be convenient.

Now that state of affairs is not only unjust, it is also unprofitable. More than one concern has discovered that it pays to sacrifice a little immediate profit in exchange for loyalty and enthusiastic service on the part of those who help earn the profit. More than one concern is steadily forging ahead of its competitors because it has a force of men who believe in the house, believe in their superiors and believe in the

goods, twenty-four hours a day and three hundred and sixty-five days in the year. And, paradoxically enough, the concerns which are doing that are almost without exception concerns which you never heard mentioned in connection with "welfare work," never heard touted because of beautiful factory surroundings, and never saw advertised with pretty pictures of the girls of department seventeen enjoying commodious rest-rooms.

As a matter of fact, the moment you begin to advertise the fact that you have a loyal organization by showing what advantages your "helpers" enjoy, that moment you begin to lose the very loyalty you are talking about. I remember hearing a couple of shop girls comment bitterly upon a photograph in the monthly house-organ, which showed them grouped about the piano in the rest-room. "Uhhuh," said one of them, "and we are at perfect liberty to use it any time from 6 p. m. to 6:30 a. m.—if we don't burn any gaslight doing it!"

Bear in mind the fact that they did not object in the least to the hours of work. They hadn't any feeling against the rest-room proposition, or the piano. But they did object to being herded in there—for the only time during their connection with the concern—and being told to look happy while their picture was taken. They did object to being exploited in an advertisement which was essentially a lie.

That is the first thing which must be avoided at the start of any campaign of internal publicity—any organized effort to secure loyalty on the part of employees. The ordinary man or woman—which means ninety-nine per cent of us—will resent an attempt at exploitation quicker than almost anything else, just as he or she despises the person who allows himself to become an object of charity. Conditions which ordinarily would be considered quite comfortable suddenly become unbearable when they are presented to the world as tokens of somebody's benevolence.

Every manufacturer I have talked with who has been successful in building up a stable organization on welfare lines—and I have talked with many—has insisted upon this point; that any advertising to the public of factory conditions must be absolutely in accordance with the facts. No faked or staged photographs will go for a minute. The copy writer must not be allowed any leeway in which to enthuse along "happy family" lines. The direct effect of that sort of thing upon the organization is a sneer, and there is nothing else so fatal to loyalty.

#### HONESTY OF ADVERTISING AS IT AFFECTS EMPLOYEES

In this connection, did you ever think of the effect of untruthful and exaggerated copy upon your own organization? It is worth thinking about, because the foundation of an efficient and effective organization is respect for the goods and for the house. Loss of respect means loss of efficiency every time, and that is no up-

lift talk, either; it is plain truth.

As to the value of this loyalty proposition, anyway, a word may not be amiss. Some few men I have talked with have said, "Forget it! It's a case of watch 'em every minute or they'll do you. They aren't loyal to anybody except themselves."

The men who talk that way have not properly figured the cost of doing business. They do not know what it costs them in cold dollars and cents to lose an employee—whether he be a salesman or a punch-press operator—and hire a new one in his place. One of the biggest concerns in this country, and one of the most efficiently organized, states that *it costs five hundred dollars to make a change in the sales force*, not counting the additional loss if the trained man goes to work for a competitor. Moreover, the man who is dissatisfied spends part of his time hunting another job, and his efficiency is cut down just that much.

Another concern has an adver-

## Is any part of the Pacific Coast Zone "Too Much" for your Sales or Advertising Departments?

If so, let us *solve the difficulty for you.*  
We can do it for we've learned how.

We offer the accumulated experience of twenty years, backed by records and by organized knowledge.

Write to us frankly and confidentially  
*—to-day.*

**"Eberhard Service"**

**THE GEO. F. EBERHARD COMPANY**

Incorporated 1891

**Introducing - Advertising - Selling**

**360-352 FREMONT STREET, SAN FRANCISCO**

Branches:  
Seattle, Los Angeles, Portland

tising department of ten people, not counting the advertising manager. In a single year there were thirteen changes in the department and only one man was fired. Counting the time spent training green men to specialized work, how much would a little loyalty have saved the concern in the course of that year?

Still another concern has a general manager, an assistant general manager, an assistant sales manager, an advertising manager, and several factory men *who were trained in the organization of a competitor*, and an appalling percentage of the sales force has come from the same source. What is the particular advantage in training up men to serve a competitor? Isn't the loyalty of a man capable of managing a business running well into the millions of dollars every year worth keeping at home? Sometimes the waste of men goes on unchecked while the loss of half a pound of iron filings would get immediate attention.

#### WHAT THE ADVERTISING MANAGER HAS AT STAKE

Right here, perhaps, some advertising men will want to know what interest they have in matters which are the exclusive province of the sales department and the various other divisions of the business. Hiring and firing employees is largely a matter of personality, anyway, and it is the advertising man's job to sell goods, not to mix in the business of other department heads.

Quite true, but it costs money every time a change is made—we have seen how one concern sets it down at \$500 per shift—and every cent has got to be made up out of sales. The advertising manager who wants to show an increase in profits over last year is interested in keeping down unnecessary expenses to the minimum. In lean years the difference between an increase and a decrease may be determined by this very factor, which doesn't appear on the balance-sheet at all.

Moreover, the actual getting and maintaining of loyalty in the

organization is likely to be left pretty much to the advertising manager to work out. And it behooves him to work it out pretty thoroughly if he doesn't want to complain of lack of co-operation on the part of the salesmen. It's a poor way to wring a bigger appropriation out of the board of directors by complaining that the sales department laid down on the job.

Suppose a "business doctor" comes to a concern in which the general manager refers to the directors as a bunch of boneheads, the sales manager says it's a crime to put over such a dub as the g. m., and the salesmen say that they are sick and tired of working for a martinet who doesn't know conditions and hasn't enough brains to understand them, if he did. The first thing he does publicly will be to call the whole organization together, give a talk, and adopt a code of principles. Everybody will probably regard the performance in the light of a joke, and the code will be received with various degrees of scorn and derision. If it is the right kind of a code, however, and the right kind of a man behind it, it will slowly impress itself upon those who remain with the company, while those who cannot or will not conform weed themselves out. The code itself is nothing to be crammed down employees' throats, and above all, it is not to be heralded to the world in the guise of an advertising device. It is a standard by which all official acts are to be measured, and to which every relationship between chief and subordinate is meant to conform.

#### WELL TO AVOID TOO MUCH "UPLIFT" TALK

There are many such codes in existence, and they vary from the simple "Resolved, to do by the house as I would have the house do by me" to a series of articles covering almost every activity of the business. The main thing, anyway, is not so much what the code *says* as the way it is lived up to.

Having drawn up and promul-



## Kill that Bugbear Of Lost or Ruined Drawings

It's a mystery how some advertising managers get by as experts in systematic management, with costly drawings kicking about on almost anyone's desk, in drawers, back of cabinets—bent, corners broken, air brush surfaces marred. This



### FLAT FILE

DRAWINGS  
PHOTOS  
BLUE PRINTS

will hold all of your drawings in manila folders, flat, carefully indexed and always get-at-able. It is dust-proof and air-tight. Holds a drawing 40 x 36 or less. The shelf is handy when inspecting or studying a number of drawings. A folder fully describes the cabinet. Free to those who request it on their business stationery.

**YAWMAN AND FREE MFG. CO.**

444 St. Paul Street, Rochester, N. Y.  
In Canada, the Office Specialty Mfg. Co.,  
Toronto.

Branches, Agencies and Dealers in over  
1200 cities.

World's largest makers of first quality fil-  
ing systems and business equipment.

# There is a Man Available

Whose advertising experience could be utilized to increase the earning capacity of the right agency or turned to the advantage of a manufacturing enterprise where advertising is an important element in the business.

The experience combines that of long, successful agency work with the advertising management of one of the largest manufacturing interests in the country.

Particulars can be secured or an interview arranged by addressing "M." Box 19, Printers' Ink.

gated the code of principles, it is well to leave generalities behind. Too much "uplift" talk is like pouring maple syrup into your automobile cylinders: it looks as though it might help matters, but it succeeds mainly in gumming them up. Continually telling a man how to succeed sometimes results in his thinking he is such a rotten failure that there is no use trying any more.

Concrete facts and figures are worth many times the same quantity of exhortations. A certain house selling through salesmen direct to the consumer inaugurated a contest served up in the guise of an automobile race. The force was divided up into six sections, and each section put in charge of a department head at the factory. For example, the sales manager was in charge of a section, the assistant sales manager in charge of another, the advertising manager another. Others were in charge of the assistant general manager, the head of the accounting department, and the head of the inventions department (a producing department, pure and simple). The force was divided up according to quotas, so that each "team manager" would have an equal show. For example, the advertising manager's team might be composed of the salesmen located at Boston, Memphis, Sacramento, Dallas and Birmingham, but the total number of quota-points assigned to his men was the same as that assigned to any other team. Of course, the object was to see which team could win out in the imaginary automobile race, and the putting the teams in charge of men other than the regular sales manager was designed to make the salesmen feel the personal interest of the home office in their work, and possibly to get some new suggestions from those outside the sales department as to ways of getting enthusiasm into the men.

The head of the inventions department who, supposedly, knew nothing about salesmen took one of his young men who had some talent as a cartoonist, and had him

draw each day a history of the day before, all in pictures. The other team heads were telling their forces to buck up, get busy, and hustle, with variations on Casabianca and Napoleon at Austerlitz. The head of the inventions department sent out blueprints of the Cedar Rapids automobile towed home on a stone drag, the New York machine skidding into the flatiron building, and the Tacoma bunch gazing backward with spy-glasses trying to discover the rest of the field. Never a word did he write to his men, except at the last, when he congratulated them upon winning the contest.

Generalities and personalities are splendid things to avoid when dealing with a human machine.

*(To be continued)*

ST. PAUL TOWN CRIERS MEET

The Town Criers Club, of St. Paul, held the opening meeting of 1912-13 season at the Commercial Club, Thursday evening, October 3.

The main feature of the opening meeting was the election of officers. J. N. Stewart was elected president; G. T. Michaels, vice-president; C. H. Mullan, treasurer, and J. R. Bruce, secretary.

President Stewart appointed the governing board as follows: J. Clair Stone, W. R. Mills and Fred T. Hall.

It was decided to hold meetings every Wednesday noon at the Commercial Club, in addition to the regular meetings the first Wednesday in each month.

Mac Martin, of Minneapolis, was present and at his suggestion the club decided to begin at once the collection of a library. Space for this purpose was tendered by Will A. Campbell, secretary of the Northwestern Development League.

JOINS D'ARCY STAFF

M. F. Reddington has been appointed to take charge of the outdoor advertising department of the D'Arcy Advertising Company, St. Louis. Mr. Reddington was formerly with the Street Railways Advertising Company, of New York, and the Thos. Cusack Company, of Chicago.

SATIRE SUSPENDS

*Satire*, a weekly publication issued by the Pulitzer Publishing Company and edited by Walter Pulitzer, has suspended publication. Walter Pulitzer is a nephew of the late Joseph Pulitzer, of the New York *World*.

# Here Is A

# New Idea

**Your own illustrated daily news bulletin carrying your exclusive advertisement projected on the screens of the better and larger**

## Moving Picture Theatres anywhere.

**NEW**  
**Effective**  
**Exclusive**

Write for further particulars

**Hunton - Fell - Elliott**

**1328 Broadway**  
**NEW YORK CITY**



## Satisfactory Office Forms at a Moderate Price

It is its strength and economy  
that make

# HAMMERMILL BOND

suitable for loose leaves, bill  
heads, bookkeeping blanks and  
other business forms.

It has the appearance and dur-  
ability required for almost every  
variety of commercial station-  
ery, yet its cost is from 30 to  
50% less than the paper usually  
sold for such purposes.

You will be astonished at the  
saving you effect by specifying  
Hammermill Bond.

Prompt deliveries guaranteed.

*Write for Free Samples—  
on your letterhead—NOW*

**Hammermill Paper Co.  
Erie, Pa.**

### EXISTING CONFIDENCE BE- TWEEN MANUFACTURER, JOBBER AND CONSUM- ER IN JEOPARDY

IN ADDRESS BEFORE AFFILIATED  
AD CLUBS AT ROCHESTER, OCT. 12,  
ADVERTISER FORCEFULLY PICTURES  
THE VITAL INTEREST THESE FOUR  
FACTORS HAVE IN MAINTAINING  
FIXED PRICE—HOW VICTOR DEALERS  
ARE NOW CO-OPERATING AND HOW  
THEY WOULD HAVE TO ACT IF THE  
OLDFIELD BILL BECOMES A LAW

*By H. C. Brown,*  
Mgr. Adv. Dept., Victor Talking  
Machine Co., Camden, N. J.

In reaching the consumer  
through the jobber and retailer, it  
is necessary that the manufacturer  
enjoy the confidence of both the  
intermediaries, as well as the pur-  
chaser himself. To instil this  
confidence into these three, the  
manufacturer must first have ab-  
solute confidence in himself—that  
is in the goods he manufactures,  
in his organization that manufac-  
tures the goods, and in the ability  
of his sales department to profit-  
ably market the output of his  
factories. With this confidence  
thoroughly imbued in himself, the  
manufacturer is then prepared to  
launch his advertising campaign,  
and thus emphatically announce to  
all his *own* confidence in a line  
that he asks others to have con-  
fidence in.

I am undoubtedly best known  
to you through my position as  
manager of the advertising depart-  
ment of one of the most success-  
ful manufacturing and selling orga-  
nizations on earth, and I say to  
you, without any hesitation  
whatsoever that much of this suc-  
cess is due in no small degree to  
this very confidence I consider so  
necessary to success in reaching  
the consumer through the jobber  
and retailer. Proof of this is evi-  
dent to us at all times, as in the  
conduct of our business, there  
have been frequent additions to,  
or changes in our line, which, with  
the regular issue of new records  
each month, presents excellent op-  
portunity to test the confidence  
of the trade and public, and it is

the dovetailing of our own confidence in the salability of these new goods coupled with our jobbers' and dealers' confidence in us that bring to us in response to our announcements of new goods orders far in excess of our capacity.

One of the most potent factors in upbuilding this confidence is the fact that in eleven years of our existence we have always held uppermost in our minds *our responsibility* to our jobbers, our retailers and the purchasing public, and never once in all this time have we ever given them a single "deal" that would shake their confidence in us. If there is a better way to build a solid foundation, we have yet to learn what that way is.

#### GREAT VOLUME OF DEALER ADVERTISING

We have consistently, persistently and insistently preached our own confidence in the returns that are bound to follow almost immediately in the wake of judicious advertising, and we have preached this to such an extent (in fact it has been almost a daily cry with us) that we have instilled this same confidence in the value of advertising in thousands of our dealers, and they have responded so liberally that, vast as is our own advertising, it is equalled, if not surpassed, in volume by the local advertising of our dealers in almost every city, town, village and hamlet in the United States, and what is even more gratifying it is growing bigger all the time.

A feature of Victor advertising is that the price of each article advertised is always conspicuous in every Victor advertisement, and it is the establishment in the minds of the public of the very fact that every instrument and every record is sold at a specific price, that has established universal confidence in Victor prices, eliminated all price arguments, and made sales easy once a customer is interested. Furthermore, this same price understanding simplifies the interchange between the Victor Company and its jobbers, and the jobbers and their

## LISTEN

A life insurance company I represent is dead-set against advertising. They won't even let me use their name—a bulwark of strength—so I will use mine to prove to them it pays.

You and everyone on your staff if healthy and wise can help me, for it is no more than fair to make you prove it.

## The Question Is Does Advertising Pay?

As a merchant you must have credit, perhaps you have loans now or a mortgage you expect to pay off soon—say in five years—then why not protect your estate with a five-year term policy?

If you are 45 and in good health it will cost you \$16.27 per \$1000 of protection annually and from past experience will earn about \$4 per \$1000 of insurance the very first year and more later.

When you no longer need protection you can turn it into any other form of insurance we issue at the regular premiums for the attained age, without any further medical examination.

And for those who are not bosses:

As a manager or clerk your whole heart is in your company's success, you are giving it the best there is in you. What are you going to do when 60? Are you able to pass a strict medical examination now? Then go to your boss and ask him to give you a contract to support you after you are 60—and if he won't—I will.

Ask him to agree to support your family if you die before you can reach 60—and

If he won't—I will.

*Don't waste time, write me giving the date of your birth and amount of insurance you want and such other information you care to send. I will forward you rates, etc., and give your case my personal interest, without committing you to any obligation.*

*Do it to-day and*

## Prove It!

I can take care of you anywhere with low, net cost, participating policies in old reliable, legal reserve company.

**J. MAXWELL CARRÈRE**  
Special Agent  
Allentown, Lehigh Co., Pa.

The Ideal Testing-ground  
for  
Newspaper Campaigns  
is  
New England!

To sell goods go where people are prosperous. The wealth of New England is greater than any section in the country of like area.

Everything is booming here, so sell your goods on a rising tide!

Your selling expense can be low as the cities are near together, avoiding long jumps. The **local dailies** are the **greatest factors** in reaching the people in these "local" cities.

These 10 will prove NEW ENGLAND is the Ideal Testing Ground.

Meriden, Ct., Record	Springfield, Mass., Union
Burlington, Vt., Free Press	Salem, Mass., News
New Haven, Ct., Register	New Bedford <sup>Standard</sup> and Mercury
Waterbury, Ct., Republican	Lynn, Mass., Item
Worcester, Mass., Gazette	Portland, Me., Express

dealers to a remarkable degree, as it removes the most serious obstacle to a satisfactory mutual understanding.

I do not believe there is one among you who has not implicit confidence in the efficacy of advertising, nor do I believe that any of you question the fact that the continuous advertising of a fixed price on any trade-marked article of merit will firmly establish in the minds of the big public, *that* advertised price as the real and true value of the article, and I want to now, personally and in my official capacity, go on record before you as an enthusiastic advocate of fixed selling prices on every single article advertised for sale.

#### HOW FIXED PRICE MAKES FOR CONFIDENCE

I believe I have made clear to you how vital in my mind is mutual *confidence* in successfully reaching the consumer through jobber and retailer, and as I consider continued advertising of fixed prices exerts a remarkable influence in building this very confidence, I trust you will not think I digress from my subject in choosing this as an opportune time to issue a warning cry that will enlist your aid in combating proposed legislation that threatens the manufacturer's right to regulate the price of his goods, which if it ever becomes law will most certainly throw a serious obstacle in the way of establishing such confidence.

Just at the present time, the right of the manufacturer to fix the prices at which his goods may be sold is in jeopardy. Many of you know that the "Oldfield Bill," which, among other things, abolishes the right to maintain fixed prices, was reported by the committee just before Congress adjourned, and will be voted on at the December session. It is up to everyone of us to enlist the support and co-operation of every publisher in the United States in spreading a thorough understanding of the danger to continued prosperity that lies in the passage of such a bill.

#### Circulation "In the Homes"

## The New Haven (Conn.) Register

The REGISTER goes into more homes in NEW HAVEN than any other paper.

The REGISTER goes into twice as many homes as any other two-cent paper in NEW HAVEN.

The reason is the REGISTER is the best paper in New Haven. The best woman's page, the best financial page and the best news pages.

**The Register Leads**  
in influence, circulation and advertising.

*JULIUS MATHEWS, Representative.*

#### Big Orders Received

assure the running of Dayton and Springfield factories to full capacity during the coming year. The outlook was never better.

#### \$20,000,000 In Wages

will be paid to wage earners in these cities during that time.

## The Dayton News and The Springfield News

are read in 75 per cent of the homes of these cities, and will have a strong influence in the spending of this tremendous buying power. Combined circulation, 42,991. Combination rate, 6 cents per line. Ask for any information that will help YOU.

#### NEWS LEAGUE OF OHIO

Desk R DAYTON, OHIO  
New York—Lacoste & Maxwell,  
Monolith Bldg.

Chicago—John Glass,  
People's Gas Bldg.

The "Oldfield Bill" is a danger, a real danger to us all. It is to be regretted that, in all the pandemonium and thoughtless chatter about the high cost of living, a sound business method such as fixed prices on patented and advertised articles should be assailed by such legislation as is contemplated in the "Oldfield Bill."

From the provision of the proposed bill it would seem to those who are familiar with it that its framers had unearthed conclusive evidence to prove, beyond any reasonable doubt, that all manufacturers enjoying the benefits (?) of the existing patent laws, as well as all manufacturers advertising their goods at fixed prices, were intent on retarding the further economical development of their product, and at the same time gloating over the privilege of gouging the public by forcing the sale of inferior wares at exorbitant prices.

Happily there are at least two arguments with which to combat this mistaken fallacy—common sense, and the commercial progress of the last decade.

For certainly common sense tells the intelligent person that success in the manufacture and sale of any article of merchandise, whether a necessity or a luxury, depends upon quality, price and distribution, while our commercial progress of the past twenty years is due primarily to the practice of modern business methods of which fixed prices is a most important feature.

Now as to the high quality of advertised goods. Personally I am convinced that every manufacturer of any successfully advertised or fixed price article of merchandise is placing upon the market goods of the highest quality he is capable of manufacturing and, furthermore, this same manufacturer places absolutely no limit on his expenditures for the further development of the quality of his goods—no matter how high the esteem his merchandise already enjoys in the confidence of the public.

As to the price of such goods—

everything must have a *value*; that is a *real value*, and how better can that value be estimated than by the manufacturer who knows the *actual value*, and since he knows what the *actual value* is, is it not reasonable to suppose that the price will be fixed to make the article *most attractive* in the eyes of the purchasing public, on whom the success or failure of the article depends?

#### HOW THE JOBBER AND DEALER ARE THREATENED

In the proposed legislation it must be borne in mind that the manufacturer's right to sell the jobber and retailer, or directly to the consumer, at any fixed price he determines to place upon his goods, is in no way questioned or intended to be interfered with. But the jobber and retailer, who are the principal sources of distribution, and practically the only outlets for ninety per cent of the entire output of the goods advertised at a fixed price, will be forced to toss their hats into the ring, and, returning to the old and antiquated barter and sale methods of our forefathers, fight over every customer who bargains with one against the other, until one of them has made the sale to a dissatisfied customer, who even then may feel that he might have bought at a lower price if he had held off for further inducements.

Throw down the bars of restricted prices and abolish the right to establish and maintain a fixed price on advertised or patented goods, and you will make the price tags on every article of merchandise (patented or otherwise) a joke. We will gradually and surely return to the old method of selling all merchandise at as high prices as the sharp store-keeper or salesman can squeeze out of the many who are wholly ignorant of true values. meanwhile, by buying as cheaply as the smart buyer can, force down the weak manufacturer or store-keeper.

I believe John Wanamaker was one of the first shopkeepers to abandon the private cipher

marks that indicated the cost and selling prices, and plainly marked every article in his store with the one fixed price at which the article could be bought and returned at full credit, if unsatisfactory. This taking the customer into the confidence of the store marked the beginning of modern merchandising, and has established honest selling methods that have been largely instrumental in making America the greatest commercial nation on earth. It is such store methods that have established implicit confidence between buyer and seller, that have dotted the streets of all our great cities with such commercial monuments as B. Altman & Co., R. H. Macy & Co., Tiffany & Co., Marshall Field & Co., Jordan Marsh & Co., and others without number who daily serve millions upon millions of satisfied customers, all of whom will be thrown into chaos and uncertainty on returning to the old methods of "any price obtainable is the right price."

Now as to distribution. This is the one point on which success depends more directly than anything else. One may manufacture a most desirable article of the very highest quality, and its cost may be well within the reach of all and advertised to an extent that has made it known and desired by untold numbers of would-be purchasers, and yet, if it is not profitable for the retailer to handle, or, if for some other reason it is not obtainable at the stores where it should be sold, it is doomed to failure, and will gradually disappear from the market and be forgotten. Our country covers a great area; the expense incident to reaching all markets is large; if direct distribution in single pieces were forced through mistaken legislation it would practically eliminate distant markets, and, in restricting the possibilities of sales, would curtail the manufacture, which would necessarily make imperative and be immediately followed by a further increase in price.

The retail dealers would be

*Delivers the  
Worcester Trade!*

**The  
Worcester  
(Mass.)  
Gazette**

The Worcester Gazette's circulation has passed the 19,000 figure and is still climbing.

The Evening Gazette delivers the Worcester trade because more than 90% of its circulation is in and close to Worcester so that every copy has an influence on Worcester trade.

Coupon tests of Department stores have shown the Gazette gives double the results of any other Worcester paper.

The Evening Gazette led all other Worcester daily papers in Display Advertising in 1911 and first 9 months of 1912.

To sell your goods in Worcester, the second largest city in Massachusetts, use the **GAZETTE**.

*JULIUS MATHEWS, Representative.*

The fact that every copy of

**PHYSICAL  
CULTURE**

goes into a home, adds 50% to its ability as a result producer for advertisers. It is read in a place and at a time when the mind of the reader is free to grasp the import of the advertiser's message.

New York Office: 1 Madison Avenue  
O. J. ELDER, Manager

Chicago Office: People's Gas Building  
W. J. Macdonald, Manager

**Quality Circulation  
Brings Returns**

the first to feel the effects of any injudicious merchandising legislation, and, in the face of cut-price wars and loss of legitimate profits that would surely follow, their enthusiasm and interest would quickly wane. Thus they would eventually be lost as the connecting link between manufacturer and public.

Taking as a basis the sources of distribution now at the disposal of the Victor Talking Machine Company, which is made up of nearly ten thousand *independent* dealers, who have willingly and cheerfully entered into an agreement with the Victor Company to promote and sell the Victor line at fixed prices only, I would venture to say there are probably two hundred and fifty thousand or more dealers in the United States selling the fixed price products of other manufacturers. All of these would be seriously affected by abolishing the manufacturer's right to fix prices.

#### WHO WILL PROFIT?

Under the proposed new legislation who is to profit? The manufacturer, if he has at his command unlimited resources, is in a position, and might be compelled from a standpoint of self-preservation, to establish his own retail branches in various cities. But it would never be possible for him, no matter how perfect his organization, *to establish an outlet for his goods in the small towns and villages where only a very limited quantity of any particular line of goods could possibly be sold, and where the small storekeeper, who now sells the line, is certainly by all manner of reasoning entitled to the reasonable margin of profit allowed him on all goods having a fixed selling price. This profit is guaranteed him, and he earns it and is entitled to it.*

The modern retailer, that is the storekeeper (the final source of distribution), certainly does not seek the throwing down of the bars to all kinds of rotten competition. Let us say, there are three or so dealers in any one town or city, and all but one, be-

cause of their enterprise and energy and excellence of store service, are enjoying a satisfactory and profitable business on a popular article of merchandise that sells at an established fixed price. Now, this one other dealer, because of careless methods and natural laziness or for some other cause, is unable to attract people to his store in any other way. He decides to slash the prices on this established fixed price article, and by so doing works a grievous injury upon the investment of the other dealers, who are the ones who have *actually created* the local demand for that particular line, and impairs the reputation of that particular piece of merchandise, that has, at an expense of hundreds of thousands and possibly millions of dollars, expended in creative and educational advertising, been established in the minds of the public, as of a fixed and certain value. Once bring down the price of any article, whose value has been impressed through the continuous advertising of a fixed price, which is imperative in all good advertising, and you have torn down one of the strongest supporting structures of that article's successful distribution. You have condemned it with the dealer, and furthermore you have made it of uncertain value to the public, and therefore retarded its sale.

And how will the consumer profit? If in a city, he or she may, on going from store to store, make a purchase at a cut price, from a dealer with an indifferent and shop-worn stock, and be accorded store service in keeping with cut price business methods, while the party living in a small town or village may want to buy a certain thing, she cannot make a proper selection at any store in her town because the dealer cannot afford to carry a full line of high-priced goods of *uncertain* value.

Has not the most economical and probably the most deliberative body in our Government sanctioned the most imperative fixed prices, which certainly must

be recognized by our law makers? I refer to the action of the Interstate Commerce Commission in upholding the minimum and maximum rates which the railroads of the United States have established for transportation on their lines.

Has not the United States Supreme Court held that any reduction in these established freight rates is a criminal offense punishable by fine and imprisonment, and has not such punishment been recently meted out to some of America's greatest industrial corporations, and some of the greatest railroad systems in the country?

If equitable in such instances—and no one will deny that it is more than simple justice—why, then, may not the purchasing public, the sources of distribution, and the manufacturers enjoy all the benefits of a fixed price system on goods that are, in the great majority of cases, marketed at the very lowest possible prices, and that return only reasonable profits to all, consistent with all laws of business economics?

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#### "LICENSE ARRANGEMENTS" CONDEMNED AS A TRICK

Attorney-General Wickersham, in the brief filed in the Supreme Court of the United States for the guidance of the Court in deciding the question as to whether the so-called "Bath Tub Trust" should be dissolved, called the license arrangement of the concern "the latest and therefore the most fashionable contrivance for evading the rules prescribed by the Sherman Act in the conduct of interstate commerce."

"Manufacturers of unpatented articles," said the brief, "cannot destroy competition among themselves by entering into uniform license agreements to use in the manufacture of the unpatented article a patented tool, and by incorporating in such agreements uniform non-competitive prices and terms of sale and resale of the unpatented article."

"We assert that the so-called license arrangement adopted by appellants is merely a hocus-pocus, a thimble-rigging device, by which they expected to trick and bamboozle the public and the courts. The form alone is new. Behind the grinning mask of the license agreement is the common, vulgar type of monopoly, which many times has been condemned by this Court, dangerous alike to individual liberty and the public well being," as was said by the Court in the Tobacco case."

**Covers Thoroughly the Largest City in Maine**

## **The Portland Express**

In Portland the number of families is estimated at 13,447.

In the city of Portland the EXPRESS circulates in excess of 12,000 copies daily, thus reaching over 90 per cent of the families in that city.

### **Exceeds 19,000**

The gross circulation of the EXPRESS exceeds 19,000. This not only covers Portland but all surrounding cities and towns.

Few cities in this country are so thoroughly covered with one paper as Portland can be covered by the EXPRESS.

*JULIUS MATHEWS, Representative.*

**A**ny advertiser seeking information about the circulation of THE CHICAGO RECORD - HERALD will find the circulation day by day for the preceding month on the editorial page of every issue.

# PRINTERS' INK

*A JOURNAL FOR ADVERTISERS*  
Founded 1882 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 15 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLER, Associate Manager.

Philadelphia Office: Evening Bulletin Building. THEODORE E. ASH, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy: Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

Advertising rates: Page, \$50; half page, \$25; quarter page, \$12.50; one inch, \$4.20. Further information on request.

JOHN IRVING ROMER, Editor.

New York, October 17, 1912

**As to Selling Out the Good Will** Frederick Gutekunst, of Philadelphia, styled by the Philadelphia newspapers the "grand old man of American photography," has refused an offer of \$50,000 outright and \$50 a week for the rest of his life for the name and good will of his business.

"When I die," he says, "my business will die with me. I would never intrust the name of my house to another man."

To which there is nothing serious to be said in objection. The celebrated photographer has a constituted right to enjoy any luxury of this sort that pleases him. And in doing it he is not necessarily wrong, and he is not necessarily right.

But let us consider. A son, or nephew, or even a former employee, may, without doubt, continue a business under the old name without moral infraction, providing that at the same time he continues the *methods*. And may he not, without reproach, sell it to another just as good an artist

or artisan as himself, or controlling just as good. Custom and the law say, of course, that he may. And they say rightly, because name and good will while they seemingly grow out of persons nevertheless have their origin in *methods*. Sale or inheritance may change methods, but so, too, may age, illness or accident change persons.

If the aged photographer has reason to fear the cheapening and destruction of his art, then he is right in protecting the public and his good name. If there is no reason to fear anything of the sort, he still has the privilege of making up his own mind, and withholding his sanction, even if ample means and a more efficient system should enlarge the distribution and enjoyment of the fruits of his art. The result will probably be the same in either case—the world will insist on having what is good in the method, whether the name goes with it or not.

### PRINTERS' INK says:

*The first move in getting out of a rut is to admit that we are in one.*

**A Side-light on Political Advertising** While the subject of the freedom of the press is receiving more than usual attention owing to certain post-office regulations, and fear is being expressed in some quarters that the necessity of marking every advertisement as such will work injury and maybe ruin it is interesting to note the attitude of the Progressive candidate for Governor of Minnesota toward the advertising of the Republican party which appears in the columns of his own paper, *The Northwestern Agriculturalist*.

In its issue for September 21, the paper carried a full-page ad of the Republican National Committee, and ran a half-page of editorial comment upon the ad, beginning as follows:

On page 12 of this issue appears a full-page advertisement inserted by the National Republican Committee. The advertisement is headed "The

Farmers' Interest in Government" and it is paid for at regular advertising rates. There will be a series of these full-page advertisements, one each week until election. It is probable that the Democratic party, and possibly the Progressive party, may also buy pages; but, at any rate, we desire to state, distinctly, that this is regular advertising space, and that we suspend our "guaranty of the honesty of all advertising statements which appear in our advertising columns," so far as concerns political advertising. Advertising intended to help the G. O. P. elephant may properly be classed as "veterinary," anyhow, and we never guarantee veterinary ads, but permit the readers to judge their claims as they see fit. We are in no way responsible for any statement made in this Republican advertising page.

Continuing, P. V. Collins, the editor of the paper and the candidate aforesaid, goes on to discuss the claims made in the ad in no complimentary fashion. Taking up the advertiser's claims one by one, he demolishes them in true partisan style, and concludes with a promise of similar treatment for the future pages which have been contracted for. Mr. Collins does not seem to fear ruin by calling attention to the fact that an ad is an ad. He even goes farther and implies that his advertiser is promoting an inferior product.

Query No. 1.—Should the publisher, feeling as he does, have accepted the advertisement?

Query No. 2.—Has any publisher the moral right to accept an advertiser's money and then do what he can, elsewhere in his columns, to negative and render valueless the advertiser's investment?

Query No. 3.—If a publisher accepts the Castoria advertisement and at the same time publishes an editorial attack upon Castoria, can he force collection for the contract amount of the advertising?

PRINTERS' INK says:  
*Atmosphere is a fine thing in an ad, but be sure it is not the hay-fever kind.*

**The Cost of Coca-Cola's Reputation** Some idea of the cost of a national reputation may be gained from the following figures which represent the amounts actually

spent by the Coco-Cola Company for advertising during the six years ending with 1910. It is seldom, indeed, that such figures are available, still more seldom are they made part of a sworn statement and spread upon a public record. There are rumors in plenty that "So-and-so spent a million last year," but the real figures are generally pretty closely guarded.

As reported elsewhere in PRINTERS' INK, the Coca-Cola Company found it necessary to bring suit against the American Druggists' Syndicate for unfair competition. To establish its claim to the exclusive use of the term "Coca-Cola" it presented, among other things, affidavits by S. C. Dobbs, advertising and sales manager of the company, showing that Coca-Cola had been extensively and persistently advertised.

Coca-Cola was originated, it appears, by one J. S. Pemberton in 1886, and has been continuously manufactured and sold by various owners since. From first to last, a total of *more than ten million dollars has been spent for advertising*. No advertising medium has been neglected. During the last three years, besides the long list of periodicals of every class, Coca-Cola has been advertised in more than 60,000 street cars, more than a million window strips, and thousands of railroad bulletins and posters, to say nothing of the soda fountain signs, cutouts and novelties.

The growth of the appropriation with the spread of complete national distribution is shown by the following table of expenditures, year by year:

1905	.....	\$280,985.12
1906	.....	434,907.71
1907	.....	608,112.37
1908	.....	624,077.70
1909	.....	695,048.59
1910	.....	853,329.13

The expenditure for 1911, Mr. Dobbs stated, was even larger than that for 1910 though the exact figures were not given.

Now, anyone who knows Mr. Dobbs will hardly assume that he was spending all that money, in constantly increasing amounts, for

the fun of it. There was a pretty good reason why it was *necessary* to spend three times as much in 1910 as was spent in 1905. The distribution was much greater, for one thing, and the wider the distribution the greater the expense necessary to keep it, the greater the number of ports to be guarded.

Those figures ought to prove a warning to the man who would rush unprepared into a national campaign, and an encouragement to the man who fears lest his whole scheme is wrong because distribution does not grow overnight. The fact that one manufacturer of a five-cent article has spent in sixteen years more than ten million dollars to advertise it, should deter the manufacturer with a small surplus from trusting too implicitly the glowing promises of the agency which is overbalanced with a most efficient soliciting staff.

**PRINTERS' INK says:**  
*Boosting the sales is mostly a matter of boosting the goods.*

**It All Depends** Will the brightest boy in the class please stand up and answer the following questions? One at a time, please, one at a time; there will be opportunity for all.

Are there any points of similarity between advertising and the tariff, considered in the nature of a tax on business?

Who pays the cost of advertising—the producer, distributor, retailer or consumer? First, in cases of competitive business, and second, in case of monopoly.

Is advertising an economic saving; that is, is it an aid to securing better, cheaper and more effective distribution?

What kinds of merchandise, and what kinds of business (if any) *cannot* be profitably advertised?

What is the effect of periods of depression on advertising?

Should an advertising appropriation be considered as an investment or charged to overhead expense or to selling cost?

What is the effect of advertising on the net profits in case of monopoly and in case of competition?

What are the essentials which are prerequisite to a successful advertising campaign?

Those simple little questions are what an instructor in econo-

mics in a certain university wanted Paul T. Cherington, of Harvard, to dash off answers to. Furthermore they were designed for use in a course of "instruction," to be fed whole and uncooked, we presume, to young men and women who elect to look into the subject of advertising as a possible means of livelihood.

Mr. Cherington's answer is a marvel of restraint when one considers the provocation to which he was exposed. After gently advising his correspondent to take a six months' course of reading in the advertising journals, in order to discover, if possible, what advertising is and what men try to do with it, he says:

Your question as to whether advertising is an economic saving suggests the question whether a roof on a manufacturing establishment is an economic saving. I think you would agree that it depends a good deal upon the roof. This reply, while it may seem superficial, will, I think, mean more to you after you have become more thoroughly familiar with what advertising is actually accomplishing in merchandise distribution.

A good many people, like Mr. Cherington's correspondent, possess the academic mind. When they see an object which is new or strange it must be classified at once, and, having been properly docketed and pigeon-holed, it is settled forever. No possible variation in conditions or circumstances can alter the decree in any particular. If advertising is labeled an "economic saving" it has got to be one, no matter what kind of advertising it happens to be.

There are plenty of advertising "experts" who could have given the instructor in economics categorical answers to all of his questions, but there is hope that he didn't know where to address them.

H. A. Stretch, formerly with the New Orleans *Item*, has joined the staff of the New York *Globe*. LeRoy F. Newman, formerly with the Washington *Herald*, succeeds Mr. Stretch on the *Item*.

The *Western Farmer* of Spokane, Wash., has appointed A. H. Billingslea, of New York, as its Eastern representative.

## The Strength of the Newspaper

A big piano house, a few years ago, sent out a booklet to a carefully selected list of some 80,000 names. The returns were splendid. In the course of the next 48 months a dozen follow-ups brought in business, but in a steadily decreasing ratio. Finally the cost became prohibitive and the names were dropped.

On the other hand, newspaper space for this manufacturer, under similar conditions produced excellent results which increased with **continued insertions**.

This incident is related here with no intention of detracting from the mailing list, which as every advertising man knows is invaluable, but merely as a contrast and another instance of the **certainty** of **sustained** newspaper advertising.

## THE SEATTLE TIMES

admittedly one of the country's greatest newspapers, in an equally splendid territory, has gained and held its supremacy for just the above reason. It pays advertisers who "stick" and pays them better the longer they stay. That is why The Seattle Times makes a new record every month.

Interested advertisers can secure valuable information about The Times and The Pacific Northwest for the asking.

## TIMES PRINTING COMPANY

*Seattle, Washington*

THE S. C. BECKWITH SPECIAL AGENCY

*Sole Foreign Representatives*

NEW YORK

ST. LOUIS

CHICAGO

**Claflin an Advertiser,  
Now, of "Bontex"  
Wash Fabrics**

**BIG DRY GOODS JOBBING HOUSE, FOR LONG TIME IMPRESSED BY SUCCESS OF "HYDGRADE" TEXTILES AND "ONYX" HOSIERY ADVERTISING, STARTS CAMPAIGN OF ITS OWN ON FASHIONABLE COLORED WASH FABRICS**

The large and important dry goods jobbing house of the H. B. Claflin Company has trade-marked its line of fashionable colored wash fabrics and has begun to advertise it under the name of "Bontex." The first advertisement appeared in the current number of *McCall's Magazine*. Other mediums will follow until, according to the plans, a circulation of 8,000,000 readers a month is reached for the six months of the retail buying season.

A good many jobbers have watched the successful campaigns conducted by Lord & Taylor with "Onyx" hosiery and A. G. Hyde & Co. with "Hydgrade" linings, and other fabrics, and they have pondered. It did not take long for them to see that the success was vested not so much in the ownership of the producing mills as in the ownership of the trade-mark and trade name. What gave all the jobbers pause was the desire to know whether the control over quality would be as effective when the jobber had given hostages to fortune by making a heavy advertising investment.

The Claflin Company decided some months ago that it could safely go ahead and advertise a trade name and it has been perfecting plans ever since.

The Claflin wash fabrics, which will now be popularized under the name of "Bontex," are made up in some 300 different styles, patterns and colorings of cottons, cotton and

silk, and other wash goods. They already have had a large distribution. The circular to salesmen adds:

The big job now before us is to convince the dealer that "Bontex" is going to succeed and that it will be one of the best sellers in his store, therefore, the stronger he gets behind the movement the more profitable it will be for all concerned. The average dealer will willingly find room for a line of goods that means more business, but the difficulty is to make him believe. In other words, you must convince the dealer himself that this advertising campaign is going to create a demand which he must be prepared to fill in the best sort of way.

"Many dealers," continues the circular, "like to give the impression that advertised goods are a nuisance."

This is because the rigid price of the trade-marked advertised article or fabric not only operates to protect the advertiser's profit, but the publisher's purse as well; the dealer has not the same latitude in fixing prices and taking a profit. It may be natural that he should object, but it is also nothing less than natural that the manufacturer or large jobber should seek to escape his sway and appeal to the court of last resort, the ultimate consumer.

"The merit of the goods gave them reputation," says the circular previously quoted, "and sale, but the buying public has no method of locating and identifying this merit and thus securing the same goods year after year. The solution of the difficulty has been found in giving a trade-mark and name to the entire line of H. B. C. wash fabrics."

And the circular also says:

"But the best thing about 'Bontex' is the fact that the great house of Claflin is behind it. The Claflin name appears side by side with 'Bontex' in every advertisement that reaches the public.

**BONTEX**  
Wash Fabrics

Include every kind of fashionable colored wash materials. Dealers have known them for years, but this is the first season that the name, BONTEX, has appeared on the fabrics themselves, so that you can identify them. Go to your wash goods counter and see the different BONTEX fabrics. In texture, style and service they are known to be the greatest values offered! After you have seen the beautiful new patterns, the finely woven textures and delightful colorings, you will always order your colored tub fabrics by the name "BONTEX".

BONTEX AD THAT STARTS BIG CLAFLIN CAMPAIGN

## 5000 Daily and Weekly Publishers Organized to Show Advertisers the Value of Country Newspaper Advertising.

THESE publishers have appointed the AMERICAN PRESS ASSOCIATION their advertising representative and desire to demonstrate to advertisers the results which can be obtained through advertising in country newspapers—backed by their co-operation with the advertiser in looking after their interests in every reasonable way.

The AMERICAN PRESS ASSOCIATION has made it possible to place advertising on local or news pages in any one or all of the papers represented, with no more work and at no more expense to the advertiser than is required in placing a single order with a national publication.

The advertising can carry the name of the local dealer.

### List of Papers with Circulation and Rates sent upon Request

If this interests you, address

Advertising Department

THE AMERICAN PRESS ASSOCIATION

225 West 39th Street

New York City



One bright, sunny morning James Whitcomb Riley met so many friends who remarked conventionally:

“Nice day, Mr. Riley!” that to the last one he said:

“Yes, I’ve heard it very highly spoken of.”

There is a monotony about the experience of advertisers in Farm and Fireside. It is always nice weather to them.

## FARM AND FIRESIDE

THE NATIONAL FARM PAPER

New York Springfield, Ohio Chicago

and the H. B. Clafin Company intends that ‘Bontex’ shall be a success.”

Additional significance is given to this advertising campaign by the fact that John Clafin, president of the Clafin Company is also president of the United Dry Goods Companies, which in turn owns more than half of the stock of the Associated Merchants' Company.

### T. P. A. ADOPTS A NEW SYSTEM

The Technical Publicity Association, New York, held its first meeting of the season at the Hotel Imperial, October 10. O. C. Harn, advertising manager of the National Lead Company and last year's president of the T. P. A., was the speaker of the evening.

To a certain extent, however, that phrase is a misnomer, for the T. P. A. has adopted a new system of conducting the meetings which does away with most of the drawbacks connected with set speeches, yet preserves the individual characteristics of the speakers. The new plan was adopted because so many of the members are located where they cannot attend the meetings, and because the association felt that in a specialized organization such as this the customary system of addresses by outsiders was productive of altogether too general conclusions.

This year, therefore, the association is setting a definite topic as the subject for each meeting, and is sending out a list of questions to each member which are to be answered from the standpoint of the individual member's business. At the same time a committee investigates what has been printed on the subject by advertising papers, to be outlined and incorporated with the answers. When the answers are received, they are tabulated and sent out to all members some time in advance of the meeting, and a member is appointed to sum up and digest the information contained in the answers in the light of his own experience. Thus each member knows in advance the exact sub-

ject-matter of the evening, hears it summed up briefly by some member of special fitness to tackle the particular subject, and plenty of time is left for discussion from the floor.

The subject discussed by Mr. Harn last week was "Does Your Advertising Pay?" Members had been asked certain definite, specific questions as to the relative values of different forms of advertising in their own business, and Mr. Harn's conclusions were naturally more definite than could have been the case had he been talking from one standpoint alone. A refreshing feature of the evening was the absence of the customary explanations of "how I appreciate being asked to address this company" and other earmarks of the after-dinner speaker.

CEMETERY ADVERTISING IN ST. PAUL

"Roselawn has attractive and restful surroundings," is the phrase on one set of street car ads now being used by the Roselawn Cemetery Association of St. Paul, Minn. This is the first cemetery to advertise in the Northwest, although officers of the association say the idea is now new in other parts of the country. The novelty of the thing is attracting considerable attention in St. Paul and the officers say they expect good results. They say that churches are beginning to advertise and they don't see why cemeteries should not do so. Cards are changed every two weeks.

STANLEY WILCOX WITH ART COLOR PLATE ENGRAVING CO.

Stanley Wilcox, who has for a number of years been identified with the publishing and advertising agency fields, is now secretary and sales manager of the Art Color Plate Engraving Company of New York City. Mr. Wilcox has been in the advertising departments of the Butterick Publishing Company and the Home Pattern Company, and was a member of the firm of Coupe & Wilcox, advertising agents.

HALL AND BRUCE BUY "NORTH-WESTERN DRUGGIST"

Fred T. Hall, for the past three years advertising manager for Finch, Van Slyck & McConville, St. Paul, and formerly connected with the advertising departments of Butler Bros. and the National Biscuit Company, in company with J. R. Bruce, for eight years with the Root Newspaper Association, has purchased the *Northwestern Druggist*.

**I want a Copy Man—a capable Copy Man—a man who can write retail clothing copy—and repeat. A man who can make original layouts for retail clothing newspaper advertisements. He doesn't necessarily have to know much about clothing, but he does have to know much about writing copy.**

**I will pay a good salary for a good man. I will give him a permanent position—quite often his own way, and a pleasant place to work.**

**Write, giving such information as you think would warrant an interview. All communications confidential. The position is in Chicago, with a large national advertiser.**

**"R. B.," Box 20  
"Printers' Ink**

## HOW TO USE MAILING LISTS

### TEMPTING-LOOKING LISTS OF NAMES OFTEN WORTHLESS—OTHERS VERY EFFECTIVE FOR DIRECT-APPEAL CAMPAIGNS—HOW TO TEST A LIST—DETAILS OF SOME EXPERIMENTS

By *S. Roland Hall*,  
International Correspondence Schools,  
Scranton, Pa.

It came—a neatly typewritten list, in sections of convenient, size, bound in robin's-egg blue manuscript covers. I do not recall whether each separate section was wrapped in tissue paper, but at any rate the list was good to look upon.

Our institution had had many and varied experiences with mailing lists—most of them unsatisfactory. We were continually having lists thrust at us, and we had learned to be wary. Nevertheless, it seemed that if we could get hold of a list of machinists and shop workers in mechanical lines, and be sure of their correct addresses, we would find it easy to go after these people with a direct-mail campaign and secure prospects for our mechanical drawing, shop practice, electrical engineering and mechanical engineering courses. So this list was secured. I think it was made up from the latest editions of city directories.

Of course there were various persons in our mail-soliciting department who thought they could write "letters with the punch." Three of these individuals—the writer included in the number—were to write a letter that was to go to one thousand names. We figured that we would experiment with one thousand names on each letter, three thousand names in all, before spending money on the entire list, which was a long one.

We picked out the Brooklyn section. We discovered that we had some inspiring examples of success in the mechanical engineering line among our Brooklyn students, and we wrote up this matter as effectively as possible

on a folder, part of which was a return post card. This folder was to be enclosed with each letter.

We needed at least twelve good prospects from each thousand names to make the plan profitable. Just twelve responses of a favorable character. It looked easy to draw one out of each dozen letters and ridiculously easy to get one out of 25.

As few of the letters were returned as undeliverable, evidently the names and addresses were accurate. But not one of the thousand lots produced the required number of inquiries. One brought six; the others brought eight each.

What was the trouble? Here was a selected list, and the proposition was one that seemingly ought to have appealed to a good proportion of those addressed. But it didn't, and the only answer is an old answer—that it is difficult to get a response from people who have not previously shown some indication of interest in what is offered.

Once, long ago, when I was selling a little book on the subject of getting and holding a job, I made up a live mailing list of people who were actually spending their money to get into touch with jobs. I even picked out those who gave their home addresses, so as to be sure that no one in a publisher's office would head off my solicitations. The book was offered on a guarantee of satisfaction or money back. But the solicitation didn't pull enough orders to make the plan profitable, though exactly the same kind of sales argument tucked away obscurely in the classified advertisements of a Sunday newspaper brought good returns.

It is difficult enough to put the proper valuation on mediums or to judge the merits of copy or of a selling plan accurately, and it is just as difficult to judge the value of a mailing list.

Advertisers are continually importuned to buy lists of every kind under the sun. A great many are not worth, to most advertisers, the paper on which they are written.

# Best Located Store in New York

## FOR WHOLESALE OR RETAILER

is in the Cuyler Building

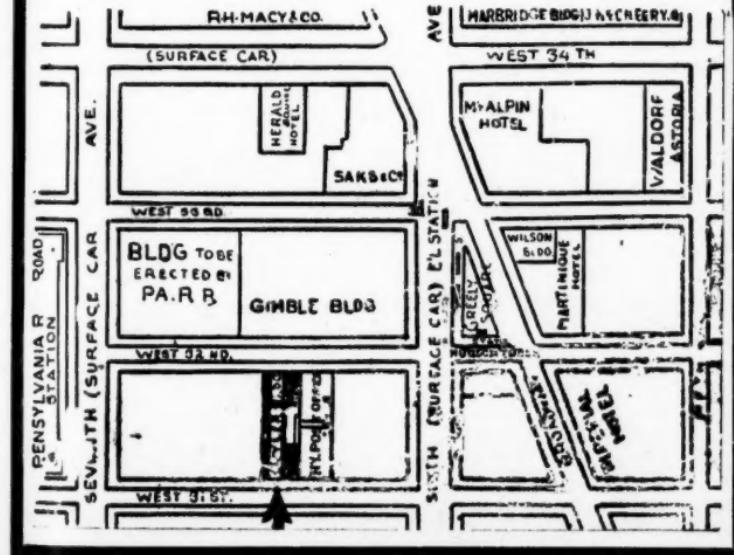
116-120 W. 32d St. Running Through 119-123 W. 31st St.

The CUYLER BUILDING is on the main approach to the Pennsylvania Station and only 200 feet West of Broadway; less than 8 minutes' walk from the hotels most frequented by out-of-town buyers; surrounded by New York's most representative Department Stores. In the centre of the uptown office building population. Elevated Station, Hudson Tunnel Station, 6th Avenue, Broadway and 7th Avenue surface cars all within one block. Stations of new 7th Avenue and Broadway subways will be within two blocks. The Sherwin-Williams Company of Cleveland, the largest paint house in the world, has spent thousands of dollars fitting up one of the two stores in CUYLER BUILDING for their Home Decorative Bureau. Do you think they selected the CUYLER BUILDING without considering its present great advantages and its future possibilities? *You can procure the remaining store at a most reasonable figure.* It contains 6750 square feet of net usable space; ceiling 17.6 feet high in the clear. A basement containing over 10,000 square feet goes with the store. 100 per cent. Sprinkler Equipment. The second floor containing over 11,000 square feet can be had in connection with the store, if desired. Positively the most desirable store for show room in New York.

Any concern catering either to wholesale or retail trade owe it to themselves to investigate this proposition

**Loton H. Slawson Company**  
17 Madison Avenue

New York



A new correspondence school was once foolish enough to attempt to bribe some employees of ours to copy a large file of inquiries a number of months old, and which we no longer found it profitable to solicit. It would have served our would-be rival right if the company had prompted the employee to furnish the list and let the briber break himself with his experiment!

Often it seems to be the idea of those who make up lists of names that if the people whose names are included have money the list must be a good one for all advertisers. Occasionally we see advertisers offered lists of all the tax-payers of certain towns or counties. Such lists may be all right for the local politicians or for the local newspaper that wants to canvass for subscriptions, but for other advertisers the list would be of little or no value. It would contain some good material but the cost of finding the needle in the haystack would be prohibitive.

But be it far from me to say that mailing lists are not valuable. On the contrary, properly made up mailing lists form an important branch of advertising.

The lists that stores make up of the names and addresses of people who come in and buy are very useful.

Those who have house-outfitting materials to sell find it profitable to get the names of all who have building permits issued to them. Some firms find lists of newly married people valuable.

Concerns selling stocks and bonds secure the names of stockholders of various corporations as well as the names of holders of recorded mortgages, and find direct-mail work profitable, though often only five or six per cent respond.

Baby-food manufacturers keep up lists of births and mail samples of their foods.

An enterprising manufacturer of artificial limbs, by having newspaper items of amputations clipped, keeps up a list of those who will need legs and arms.

These are just a few examples of many kinds of valuable mailing lists. Then, of course, there are reliable lists such as lists of drug stores, department stores, publishers, etc.

There are some questions that the advertiser ought to have answered satisfactorily before going too far with expense on a mailing list.

Just how were the names compiled—how recently and how accurately?

If the list has been made up for some time, what has been done to strike out dead names and to correct changes of address? Most lists deteriorate rapidly.

What reason is there for supposing that these persons will be interested in what I have to offer; even if they haven't inquired for information?

Has the list been already worked out by the use that other advertisers have made of it?

Unless the advertiser is entirely satisfied, he will do well to make a provisional purchase—that is, to experiment with a few hundred names or with a few thousand before going further.

Here is a letter that produced a 25-per cent return from a list of small-town merchants selected from the directory of a commercial agency. The letter explains its purpose.

MR. JOHN BLANK,  
Pipesville, Ohio.

MY DEAR SIR:—I want to get into touch with a bright, energetic young man, at least eighteen years old, in your section, who is ambitious to become a salesman.

To a young man of the right kind I can make an interesting offer of a practical course of training in selling, which will likely be the basis of a successful career. I can make a place for him at once in our selling organization, where he will have an excellent opportunity, and can earn from \$75 to \$200 a month in salary and commissions, according to aptitude, experience and enterprise.

Our products are high-grade and well known, and we have one of the most efficient sales organizations in the country. The opportunity to become a member of it is something that should attract any ambitious young man.

The plan that I have in mind does not require the young man to put out any money, or to leave home, and it

has occurred to me that perhaps you would be willing to suggest the names of several young men, or even one, whom you know to be reliable, energetic and ambitious to make something of themselves.

I enclose a special post-card, with postage provided for your use. On receipt of the information that I am asking of you, I shall be glad to send you, with my compliments, any one of the little business books described on the enclosed folder that you may select.

Very truly yours,

President.

Following is a letter sent out by a furniture store to a birth list. The appeal, of course, is to the parent, and the idea could be adapted to almost any business, local or national. A coupon was enclosed good for one of the dishes described, and from the appreciative letters received from parents the scheme seems worth while.

VERY DEAR YOUNG SIR:—When life is in the building it invites the tender consideration of all those folks who have had the misfortune to grow up. And this is one reason why this letter of greeting and welcome to our fair city and your own happy household is sent at this time.

No doubt you are being showered now with baby conversation, affectionate smiles and tender pinches on the cheeks by the grown-ups whose loving hearts and willing hands respond to every call made for your comfort and convenience.

A little later you will begin to eat food more like your grown-up admirers, and then you will or should have a dish of your own—a special kind of dish that will not upset if you, in your inexperience, should happen to press on the edge of it. We want to present you with one of these dishes with our compliments. Ask Papa, or any other member of the household, to step in here the next time he is downtown.

We want to know you when you grow up, and we want to know your parents better NOW. If they only knew how hard we are striving to make this the best furniture store in —— we think they would want to get acquainted with us.

With best wishes for your precious health and welfare, we are

Very sincerely,

Experiments have shown returns are greatly increased, if some reference is made such as "Jones & Jones have written us that you, as one of their customers," or "We see by the newspapers that you are building a new home," etc. This kind of reference puts the solicitation out of the class of ordinary circulars.

## Why we get results for the advertiser

Outdoor advertising is our exclusive business. We are specialists with adequate knowledge and such equipment that we are able to offer the advertiser service in conformity with the most exacting requirements.

Our plants are built entirely of steel, properly capped and blanked throughout. Our locations are evenly distributed on important trunk thoroughfares, and render the maximum of advertising efficiency from a given appropriation.

Arrange at once for your requirements. Write us for estimates and plans to stimulate your sales in the Pacific Northwest.

Foster & Kleiser-Signs

## Poster Displays Painted Displays

Seattle  
Tacoma

Portland  
Bellingham

## We Help You to Sell in Canada

We have specially good facilities for the manufacture, storage and distribution of proprietary articles.

We have a large, modern, well-lighted, cleanly factory building in the heart of Toronto's manufacturing district and are already representatives of many of the best known proprietaries now operating in Canada.

We are also in a position to give you competent advertising advice and service.

Let us make you a proposition.

**CANADA REPRESENTATIVES, Limited**  
193-195 Spadina Avenue TORONTO

### RAPID GROWTH IN EXPORTS TO CANADA

Exports from the United States to Canada are now averaging \$1,000,000 a day. Three years ago they averaged half a million dollars a day, and a dozen years ago they averaged a quarter of a million dollars a day. The August statement of exports, just completed by the Division of Statistics of the Bureau, shows that the value of merchandise exported to Canada from the United States during the 244 days from January 1 to August 31, 1912, is practically 244 million dollars, or, to be more exact, \$243,721,771. In the corresponding eight months of 1909 the value of merchandise exported to Canada was \$120,428,582, or an average of a half million dollars a day, the total value of exports to Canada having thus doubled in the three years in question. In the corresponding period of 1900 the value of our exports to that country was 67½ million dollars, or an average of a little more than a quarter of a million dollars a day.

This large growth in the exports to Canada in recent years—an increase of practically 100 per cent in three years—occurs chiefly in bituminous coal, automobiles and other carriages, manufacturers of iron and steel, lumber, corn, and unmanufactured cotton. Comparing the exports in the fiscal year 1912 with those of 1909, bituminous coal shows a growth of over \$10,000,000—from \$15,826,019 in 1909 to \$26,017,402 in 1912; lumber of the class designated as boards, deals, joists, etc., from \$3,299,918 to \$11,796,332; and corn, from \$3,432,081 to \$6,568,871. Of iron and steel manufacturers as a whole the exports to Canada increased from \$31,454,732 in 1909 to \$82,598,764 in 1912, notable increases having occurred in steel rails, which advanced from \$746,835 to \$3,369,894; structural iron and steel, from \$1,585,187 to \$5,150,355; electrical machinery, from \$590,152 to \$1,869,761; and typewriters, from \$353,237 to \$944,600. Scientific instruments and apparatus, including electrical appliances, advanced from \$1,742,564 to \$8,700,937; and agricultural implements from \$2,313,556 to \$6,347,082, the chief growth under this head occurring in exports of plows, which increased from \$792,829 in 1909 to \$1,760,045 in 1912. Of automobiles the growth in exports to Canada has been especially marked, their value, including parts, being in 1912 \$9,953,247, against \$1,687,638 in 1909.

Imports of merchandise from the United States into the Union of South Africa and Rhodesia for the first six months of 1912 amounted to \$7,559,465, being an increase of more than \$245,000 over the American imports for the corresponding period of 1911. The United States proportion of the total imports for these respective periods increased from 8.8 per cent in 1911 to 9.2 per cent in 1912.

Frank Weber, formerly of Kansas City, has joined the advertising promotion staff of the New Orleans *Daily States*

**WANTED—A GOOD ADVERTISEMENT WRITER. NOT ONT THAT WAS, OR WILL BE, BUT ONE THAT IS! GOOD SALARY TO THE RIGHT PARTY. ADDRESS "CONFIDENTIAL," BALTIMORE BARGAIN HOUSE, BALTIMORE, MD.**

## INLAND ADVERTISING AGENCY

C. L. Watson, President  
501 McCORMICK BLDG., CHICAGO  
Complete selling plans, Newspaper and Magazine Advertising. High Class Catalogs and Booklets. Let us send you "Demonstrations," our monthly visitor.

## Lincoln Freie Presse

LINCOLN, NEB.

Actual Average Circulation 128,384

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

**S L I D E S**  
EVERY ADVERTISER  
**L I D E S**  
should know the prices of Lantern Slides for use in Moving Picture Houses.  
**Write for full particulars at once**  
**NORTH AMERICAN SLIDE CO.**  
23 N. 9th St., Phila., Pa.  
**S L I D E S**

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THIS FREE ADVERTISING BUSINESS DOESN'T GO WITH HIM ANY MORE

"Some time since," says the editor of the *Wellington News*, "we quit giving advertising to those who are able to pay. We have opportunities every day to give away space, but all of these fine chances are now declined with thanks. Several fair associations have furnished us with entertaining stories about their amusement enterprises, asking that we kindly give them several dollars worth of space that others pay for. Also there would be enclosed two complimentary tickets.

"Now we have tried complimentary tickets fried, stewed, on toast and smothered in onions, but found them unpalatable in every style. Chopped fine they might make good breakfast food, but we have no chopper. And at the end of the week we are unable to unload them on the payroll, the obstreperous employees seeming to prefer cash. And so much of the time in days gone the help got all the money, leaving the boss to subsist on complimentary tickets and commendatory resolutions. It's a poor diet, and we quit it some time since.

"A baseball team will pay rent for grounds to play on—hand out money at the drug store for a ball—give the hardware store the price of a bat—fork over to the clothier the cash for a suit—lay down the coin for a pair of shoes—and then ask the newspaper to donate sufficient space to get a crowd out to see the game.

"A church society will give a chicken pie supper, dishing up a bunch of antiquated hens encased in indestructible crusts, and the newspapers give sufficient free advertising to bring out a crowd of customers. Maybe they say 'thank you,' and maybe they lay down a couple of tickets. In the latter case it is nine chances to one that when Mrs. Jones sees the editor approach, her nose curls into a pretzel and she says, spitefully, 'Well, there comes deadhead Brown to sponge two meals off of the church.'—*Wellington, Kan. News.*

Chas. A. Corcoran has left the Carpenter & Corcoran Advertising Agency, New York, and is now vice-president of the White Tar Company, Brooklyn.

The attention of agents and advertisers is called to an exceedingly interesting article on ART IN PUBLICITY written from the consumers point of view, fully illustrated, appearing in the October issue of The Bookman Magazine.

BOOKMAN  
4th Ave. and 30th St.  
NEW YORK

Sample Copies  
on request.

# THE ATLANTA JOURNAL

ATLANTA, GA.

Net average circulation for six months ending September 30, 1912.

(U. S. Government report)

**Daily, - 55,347**  
**Sunday, 64,794**

## THE JOURNAL COVERS DIXIE LIKE THE DEW

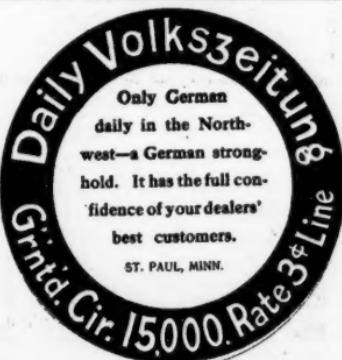
### AN Art Department at Your Command

As the representative of 15 well-known illustrators, I can offer you a service that is unique and distinctive.

Each of these men is a specialist along certain lines—at least one of them can handle best the illustration you require. Investigate this service.

**Howard R. Evans**  
Metropolitan Life Building

About 100 original drawings in color always on hand—suitable for catalog and booklet covers, calendars, etc.—priced from \$25.00 upwards.



## The Little Schoolmaster's Classroom

A New York dry goods man, discussing returned goods in the *New York Times*, says:

"Until recently, the possibility of relation between grafting buyers and the amount of returned merchandise that is daily coming back to wholesalers in this city never occurred to me. A close study of existing conditions, however, brought this relation out very clearly in my mind.

"Buyers who love flattery and entertainment, and their name is legion, feel, I believe, that it is up to them to play their part in the good-fellowship game. Consequently, they are likely to buy in proportion to the way in which they are flattered or entertained. They have come to realize that they have the drop on the wholesaler, and as was said recently in the *Times*, if they guess wrongly and overestimate the amount of merchandise they can comfortably dispose of, all they have to do is to ship the surplus back.

"The fact remains that there is a great deal of overestimating now going on among buyers, but whether it is done through ignorance of conditions in their particular stores and territories, or whether it is done purposely in an endeavor to seem more important in the eyes of the wholesaler than their positions and purchasers warrant, is a bone of contention. I believe the latter theory is the solution in the great percentage of cases, particularly so in cases where buyers must be well "sugared" before they will buy even a paper of pins.

"As has been said, however, we wholesalers always lose. There is a prize waiting for the man who can stop grafting and the illegitimate returning of goods, but the only man who can stop it surely and permanently is Gabriel."

Some odd bits of copy crop up now and then in the classified col-

umns of American newspapers, but our English cousins have beaten a mile when it comes to real classified curiosities. Here is a recent advertisement that appeared in the *London Times*:

TO THE RICH.—Gentleman, 27, good looking, six feet, very musical, artistic, good voice, sportsman, whose life since the age of 17 has been a lonely struggle for the bare necessities against insistent ill luck and disappointment, asks some one who may take an interest and who would not even miss them, the means to give him one year of full, real life, to see the beautiful places and things in the world, and have funds carte blanche to gratify his own tastes and taste the happiness that money gives and realizes.

\* \* \*

### October the Ideal Month at LAKEHURST, NEW JERSEY

Come and see the wonderful colorings of the oaks, the maples, the sassafras trees, the beds of wintergreen with their beautiful red berries, the late cranberries, the sand myrtle and the many exquisite things of this sand and pine region.

### Pine Tree Inn

THE INN IN THE PINES

Opens October Fifth for the Winter  
Season of 1912

ALBERT A. LEROY, Prop.

Mr. Arthur M. Morse, of the *Outlook*, sends The Schoolmaster the Pine Tree Inn advertisement as an example of something that stands out from the mass of prosaic hotel advertisements. This little piece of copy surely has the fall coloring, and it ought to do good work in convincing readers that the fall months are most enjoyable ones for vacation.

\* \* \*

You have seen those advertisements of the George Washington or G. Washington Coffee, a prepared article. It's interesting to note how many people who refer to this product call it the "Mat-

tha Washington Coffee." It makes one wonder why Martha wasn't remembered in naming this product and what would happen to the G. Washington brand if someone should get out a "Martha Washington" competitive product. But maybe the patent office authorities would decline to let the "Martha" mark through on the ground of too great a similarity to the other trade name.

\* \* \*

William R. Stackhouse, of Utica, has a grievance against the print-

ers of the smaller cities and towns. Hear him:

"The country printers are inspired by the devil. No, this isn't profanity. Note that it is not H. S. M. to whom I refer, but to that little fiend in the printing office who has well earned his name.

"The country newspaper is determined to set up advertisements in its own way. You can give the most careful, explicit instructions. Yes, you can give them. Will they be followed? They will not.

"Half my worries as an adver-

## Rapid Electrototype Company of Canada Montreal

By ordering your Canadian Advertising Plates from us, *you save 1 1/2 c. per sq. inch duty charges*, lessen your express bills and avoid delay and trouble in getting them through the Customs. Have you thought about this?

Write For Prices.

# 1847 ROGERS BROS.

*"Silver Plate that Wears"*

The famous trade mark 1847 ROGERS BROS. guarantees the *heaviest* triple plate.

VINTAGE  
PATTERN



Guaranteed by  
the largest makers  
of silverware.

Send for Catalogue "P"

INTERNATIONAL SILVER CO., MERIDEN, CONN.  
Successor to Meriden Britannia Co.  
NEW YORK CHICAGO SAN FRANCISCO



### Prompt compliance with new postal law

Most publishers believe that the new postal regulation is an entering wedge against the freedom of the press. Be that as it may, The Janesville, Wisconsin, Gazette promptly complied with the regulation and made a report showing for the past six months that

Its Daily Paid Circulation was 5755  
Its Weekly Paid Circulation 1491

Total ..... 7246

This is an exclusive list and covers its field with one advertising cost. One paper covers the whole field. Ask for co-operation plan.

### THE JANEVILLE DAILY GAZETTE

A. W. Allen, Western Rep.,  
1502 Tribune Bldg., Chicago, Ill.  
M. C. Watson, Eastern Rep.,  
Flatiron Bldg., New York City.

### "TRY IT OUT" IN AURORA, ILL.

BECAUSE—The Aurora Beacon-News is the only daily in a community of over 80,000.

BECAUSE—It goes into 95% of all the homes in Aurora, Ill., and into 80% of all the homes in the surrounding suburban territory.

BECAUSE—This is an average community and will cost only .028 per inch per 1,000 of circulation or .0041 per 1,000 of population to cover completely.

Get our Dope Sheet and data about the paper and its field.

Beacon-News, Aurora, Ill.

Wanted: A first-class foreman with executive ability for composing room. Morning newspaper in city of over 500,000 population. Must be a good organizer and capable of securing accuracy from the force, and understand printing in its every department. Address "XXX," Box 22, Printers' Ink.

### Artists —

One or two good free-lance artists may obtain desk room free (and more or less high grade work on a piece basis) in the sky-light studio of a new engraving plant. Convenient location. For appointment and further particulars write "A," Box 23, or telephone Chelsea 3888, New York.

tising man are in trying to get into the brain of a country printer enough sense to do as he is told to do. Printing is more than a trade. But it is largely filled with men of about the intellectual capacity of a ditch-digger. I sympathize with the editor of a country paper. He is up against it good and hard—and he isn't to blame for what his printers do.

"Here is a printer's prescription to set up advertising that will catch the eye. Will he follow it? He won't. What you want is white space all around your advertisement. What you are buying is white space. What you won't get is white space. Your printer will break his back to spread your advertisement out so the white space will be filled. You can make your layout so as to make the advertisement stand out like an oasis in a desert of white space. Your printer will spoil it if he has to use a hammer.

Some printers are just as perverse as Mr. Stackhouse makes them out to be, but all are not. The modern printer, if he has had much experience in setting advertisements, does not take offense at a carefully made layout, provided he is left some liberty in those matters about which a printer is usually best informed.

\* \* \*

Reader George Hahn, of Philadelphia, tells *The Schoolmaster* of an interesting experience in buying a typewriter: "Buying this machine brought me into close touch with the efficiency of some form letters as they are writ. Noting an advertisement in the *Saturday Evening Post* of the Pittsburgh Visible Typewriter, I wrote for information. I received a decrepit-looking form letter and a booklet written by a typewriter expert whose name was not given. In my letter I asked where I might see the Pittsburgh machine in Philadelphia. I wasn't told. The form letter requested me to send about twenty names of persons who might be in the market for a machine and then after having three persons sign a paper as to my honesty, I might have a machine at a special price, to be

paid in instalments. The result was I went down and bought an Underwood for cash and then wrote the Pittsburgh folks a letter on it in which I laid stress on the failings of their system. Did they take notice of it? Not so that you could realize it! The other day I received another form letter, with name and address badly filled in, which I enclose. This leads me to believe that there are yet a few experienced advertising men whom a course of instruction would help a little."

Those who have had much experience in creating prospects through customers will smile at the idea that any ordinary purchaser of a typewriter will know of twenty persons interested in buying such an article. A typewriter company could count itself lucky if it could get from each inquirer or buyer one or two names of bona-fide prospects. What a bonanza it would have if it could get two good leads from each inquirer! Its advertising problem would be largely settled. It may be true that the Pittsburgh company did not really expect to get twenty names that were worth while, but if it did The Schoolmaster ventures the opinion that its salesmen or its correspondents will soon find that they are on wild-goose chases in working on such lists—that it is wiser to aim for fewer and better leads.

\* \* \*

You can get a powerful idea in a headline if you work out just the right combination of words. "Own an interest in a railroad" is the catch-line of a small advertisement used by Alexander & Co., financial advertisers of New York, and the attention-compelling opening is followed by this suggestive and convincing piece of copy:

Do you appreciate that in purchasing a high-class railroad stock or bond that you become a co-partner in this railroad property, and that from the president down to the section foreman the entire organization employing thousands of men is working to build up your property and make it more valuable in time to come?

They are doing this without the slightest effort on your part and at the same time are paying you 5 or 6 per cent for the use of your money regardless of the increase in value of your stock as an investment.



## Where 1 equals 100

Where the business-getting power of your advertising is concerned, one of Pittsburgh's better class homes is equal to one hundred of its poorer, unappreciative homes.

Its quality circulation and the rapidly increasing quantity of it makes

### THE PITTSBURGH POST

the choicest advertising medium of all Western Pennsylvania's fertile territory.

Emil M. Scholz, General Manager.  
CONE, LORENZEN & WOODMAN,  
Foreign Representatives,  
NEW YORK. CHICAGO.

Exceptional opening in middle west city of over 500,000 population for a news editor. Only morning Democratic paper. Growing very fast in progressive community.

Must have keen sense of values of news. Accuracy the prime requisite. Give full details of previous experience, age and references.

This opening is for a young man who is looking into the future and not for a "has been." Address, "XX," Box 21, Printers' Ink.

## A \$5,000.00 or \$10,000.00 Man

We have a new copyrighted System of advertising to prevent accidents on Electric Street Railway lines, which we have just put out and which is selling with great success. We want one first-class man, or possibly two, to add to the two men we already have. Such a man can make from \$100.00 to \$300.00 per week in commissions. We want prompt action and first-class men only to apply with full particulars regarding themselves.

**SPOTSWOOD SPECIALTY CO.**  
LEXINGTON :: KENTUCKY

# Classified Advertisements

## ADVERTISING AGENTS

**ALBERT FRANK & CO.**, 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.



In advertising we believe that no amount of thought and study is too great to expend in *starting* right. We have started a number of advertisers whom to day are known as "national successes." If you are interested, write on letterhead for Portfolio of Proofs.

HELLER-BARNHAM, Essex Bldg., Newark, N. J.

## ADVERTISING MEDIA

**THE BLACK DIAMOND** Chicago-New York-Pittsburg, for over 25 years the coal trades' leading journal. Write for rates.

**THE TEXTILE MANUFACTURER**, Charlotte, N.C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

**THE circulation of the New York World**, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

## AD. WRITERS

**ARTIST and WRITER.** We make advertising illustrations and Write Copy. 12 years' N.Y. Agency and Technical Magazine Experience. A. G. WONFER, 31 Clinton St., Newark, N. J.

## FOR SALE

### Harris Automatic Press

10 x 12 Two-color. Envelope and sheet feed. Good as new, having run but a short time. Bargain price. Address, "TWO-COLOR," Box 363, care of Printers' Ink.

## HELP WANTED

**EXPERIENCED** advertising solicitor for established export monthly. Appeals to manufacturers, banks, insurance companies, etc. Absolutely high class circulation. Liberal commission. Exporters' Review, 80 Broad St., N.Y.

**WANTED** immediately by N. Y. Magazine, advertising solicitor in each of following territories: Illinois, Missouri, Michigan, Mass., Ohio. Circulation 75,000. Rates \$100. Write Box 348, care of Printers' Ink.

**ADVERTISING** solicitor and copy writer for live New England morning newspaper. Capable, energetic young man will find this an excellent opportunity. State full particulars in first letter. Give reference. Address, Box 349, Printers' Ink.

**WANTED:** Western representative for the Associated Medical Publishers, the Big Six of the medical field. Headquarters in Chicago. Must be high grade man, acquainted with the agencies. Drawing account and commission. Address ASSOCIATED MEDICAL PUBLISHERS, 286 Fifth Avenue, New York, N.Y.

**A.—A.—A.—Excellent Opening** for bright young man in forwarding department of advertising agency; must know how to send cuts, copy and instructions to periodicals, etc. Address, stating age, experience, references and salary desired, Box 350, care Printers' Ink.

## Electrical Advertising Man

wanted by a large electric manufacturing company. Must have a working knowledge of electricity and must have had experience in preparing advertisements, booklets, letters, etc. State previous experience, salary desired, and submit specimens of your work. Box 357, Printers' Ink.

An illustrated magazine of the first class requires the services of a managing editor. He must have had experience and understand reproduction in color and half tones, and be competent to appraise the pictorial value of line drawings. In replying give previous experience in detail and salary. Address B.M.N., P. O. Box 822, N.Y.C.

## Copy Man Wanted

The Advertising Manager of the leading automobile trade paper is in search of an assistant. He must be familiar with automobiles, their parts and accessories and be able to prepare attractive selling copy. He should also be able to outline illustrations to be finished by our Art Department. Don't apply unless you have had the necessary experience to equip you for the position. In writing give full particulars regarding yourself, what you have done, what you are now doing, salary required. Send samples of work. Address "AUTOMOBILES," Box 355, care of Printers' Ink.

## MISCELLANEOUS

### The Sargent Bag Holder

(PATENTED)

is a simple mechanical device for holding mail bags full open while being piled and for dropping the bag instantaneously without effort. A recent record—165 sacks filled and tagged in 45 minutes by two men with one of our double floor type holders. These bag holders are standard equipment at The Curtis Publishing Company, The Charles Schenckler Press, The American News Co., and Publisher's News Co. You undoubtedly wish to handle your mail in the shortest possible time with the least expenditure of energy, therefore, please let us know who you are and we will tell you how. THE MAILING DEVICE CO., LTD., 1235 Spring Garden St., Philadelphia, Pa.

## MAILING LISTS:

**PACIFIC COAST**, Addressing, Multigraphing, Printing, Mailing, Guaranteed Service. Largest and only skilled organization on Coast. Write for catalog. **Rodgers Addressing Bureau**, 35 Montgomery St., San Francisco, Cal.

## POSITIONS WANTED

## IDEAS

I'm chock full of ideas, which should find an outlet in your agency or business. Young man. Small salary to start. Address, "STARCH," Box 344, care of Printers' Ink.

**ADVERTISING** director, prominent Public Utility Corporation terminates contract November 1st. Open to high class agency or others desiring specialist in Central Station publicity. Thirty, married, energetic, sober. \$50.00 a week. Box 351, care of Printers' Ink.

**I Can Represent** one additional class publication. Must be responsible concern. I cover New York, Philadelphia and Boston. 10 years' advertising experience. Al references. Commission basis. Box 358, care of Printers' Ink.

**AMBITION** young man (23), five years' experience in advertising field, desires position. Well posted on printing, engraving, layouts, magazine production and systems, etc. Salary \$18.00. Best references. Address, HUSTLER, Box 343, Printers' Ink.

**EXPERIENCED** manager and solicitor familiar with advertising detail, capable correspondent, desires position as office manager, assistant or other inside connection with newspaper, magazine or commercial concern. Box 356, care of Printers' Ink.

**Young Man, 31, wants position** where nine years' experience in advertising and publishing work as office man, solicitor and New England representative will render him valuable. Salary second consideration. Willing to go anywhere. "B. L. T.," Box 352, care Printers' Ink.

**ACTING** secretary Aero Club of America for past six months wants position Dec. 1. Previous experience—printing executive and publicity. Can manage office and is not afraid to act on own initiative. Good system man. College graduate. 34 years old. Married. W. M. SOUTHWORTH, 297 Madison Avenue, New York.

## A POSITION REQUIRING PROMOTIVE ABILITY

awaits a man of my type in or near Philadelphia. My knowledge and experience has been gained by helping solve the daily problems for forceful, practical men, acknowledged as leaders in their respective lines. My working knowledge of advertising, salesmanship and correspondence should make me valuable where promotive and creative ability is needed. Not a know-it-all, but an ordinarily intelligent man of 32 with certain ideas and ambitions. Correspondence confidential and in detail. Address Box 347, care of Printers' Ink.

## IS THERE AN AGENCY

with progressive tendencies that can use a university graduate of this year who is anxious to learn advertising? He is alert, aggressive, and conscientious; inexperienced, but ambitious. Posesses a personality, unhampered by a "temperament," together with facility in written expression. Salary not a subject of momentous importance. De luxe references available. He pays this tribute to the business which he expects to enter. Box 342, care of Printers' Ink.

## Trade Paper Man

with 17 years' all-around experience, at present Business and Advertising Manager of several trade publications, desires to make a change for very excellent family reasons only. Have had soliciting experience in all large cities east of Chicago and St. Louis. Capable of taking entire charge of trade or class publication or managing branch office. Box 327, care of Printers' Ink.

## A HUNDRED POINT MAN CHEAP AT \$50 A POINT

**ADVERTISING MANAGER**, Canadian, experienced, successful, seventh year in present position (Department Store doing million dollar business), thoroughly conscientious, good systematizer, keen observer, forcible and convincing writer, capable manager and executive, with originality, judgment and initiative evenly developed, fine record showing steady advancement, age 33, married, wants New York or Boston connection. Salary, \$5,000 a year. Best of New York and Boston references. "AD MAN," Box 241, care of Printers' Ink.

## Manufacturing Man

now employed in an agency in New York City. Thoroughly acquainted with the printing industry, having worked in gelatine, offset, photogravure, lithography and process work. Ten years a practical printer; have handled photo-engraving from line to process for seven years; also possess a general knowledge of photography, and am acquainted with the artists and models in the city. Have bought paper by the ream, to carload lots, and know all the bond marks, various grades of super, coated and cover papers. Age 32. Address "ADV," Box 346, care of Printers' Ink.

## Mail-Order Manager and Copy Writer

Ten years' experience producing winning mail-order copy and sales plans; can show hundreds of extra strong samples representing all lines of mail-order selling as proof of ability; experienced buyer—have bought several hundred thousand dollars worth of advertising space, printing, premium goods, etc.; five years as manager agency copy department; five years in mail-order selling and farm journal circulation work; age 31; married; employed now in executive position; want to connect with proposition of greater possibilities than present connection (and I can produce proof that I am more than making good here.) Salary, to start, about \$6,000.00 a year. If you have a suspicion that I could boost sales and profits for you let's trade details. Address "MAIL-ORDER MAN," Box 341, care of Printers' Ink.

## Successful Sales Manager

Possessing the faculty of meeting and dealing with HIGH GRADE MEN and the ability to build up Successful SALESFORCE — wishes to get in touch with some Business Concern where Integrity, Character and Ability are appreciated and RESULTS are desired. CREDENTIALS.

Address, A. A. A.,  
Box 354  
c/o PRINTERS' INK.

## PUBLISHING BUSINESS OPPORTUNITIES

SEE HARRIS-DIBBLE CO. for PUBLISHING BUSINESS OPPORTUNITIES. Phone 4383 Gramercy, 48 W. 24th St., New York.

# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

Birmingham, *Ledger*, dy. Average for 1911, 26,377. Best advertising medium in Alabama. Montgomery, *Advertiser*, net av. year 1911, Dy. 17,589; Sun., 21,235. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

## ARIZONA

Phoenix, *Gazette*. Average Aug., 1912, 5,830 daily. A. A. A. ex. regularly.

## CALIFORNIA

San Diego *Union*. Sworn circulation, July, 1912, Daily, 10,967; Sunday only, 15,729.

## CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1910, 7,801; 1911, 7,892.

Meriden, *Morning Record & Republican*. Daily av.: 1909, 7,000; 1910, 7,895; 1911, 8,085.

New Haven, *Evening Register*, daily. Aver. for 1911 (sworn) 19,154 daily, 2c.; Sunday, 15,108, 5c.

New Haven, *Evening Hour*. Average circulation 1911, 8,645. Carries half page of wants.

Waterbury, *Republican*. Examined by A. A. A. regularly. 1911, Daily, 7,818; Sunday, 7,889.

## DISTRICT OF COLUMBIA

Washington, *Star*, Evening and Sunday. Average daily 4 mos. '12, 64,164 (©). Carrier delivery.

## ILLINOIS

Chicago, *Examiner*, average 1911, Sunday 841,628, Daily 218,688, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the above circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, *Polish Daily News*. Year ending Sept., 1912, 16,433; Sept. average, 17,335.

Champaign, *News*. Leading paper in field. (Champaign-Urbana.) Average year 1911, 5,337.

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1911, 8,114.

Peoria, *Evening Star*. Circulation for 1911, 21,140.

## INDIANA

South Bend, *Tribune*. Sworn average Aug., 1912, 12,582. Best in Northern Indiana.

## IOWA

Burlington, *Hawk-Eye*. Average 1911, daily, 9,426; Sunday, 10,331. "All paid in advance."

Des Moines, *Register & Leader*. (av. '11), 35,365. *Evening Tribune*, 20,316 (same ownership). Combined circulation 55,879—35% larger than any other Iowa paper. Supreme in want ad field.

Washington, *Eve. Journal*. Only daily in county. 1,986 subscribers. All good people.

Waterloo, *Evening Courier*, 54th year; Av. dy. 6 mos. to July 1, '12, 8,731. Waterloo pop., 29,000.

## KENTUCKY

Louisville, *Courier-Journal*. Average 1911, daily and Sunday, 28,911.

Louisville, *The Times*, evening daily, average for 1911 net paid 47,956.

## LOUISIANA

New Orleans, *Item*, 1st 6mo. 1912, daily ave. net, 45,870. Sun. ave. net, 45,746. A. A. A. examination.

## MAINE

Augusta, *Kennebec Journal*, daily average 1911, 9,873. Largest and best cir. in Cent. Me. Bangor, *Commercial*. Average for 1911, daily 10,444.

Portland, *Evening Express*. Average for 1911, daily 17,628. Sunday *Telegram*, 12,018.

## MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1911, 79,686. For Sept., 1912, 84,648.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## MASSACHUSETTS

Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1911, 184,614—Dec. av., 197,178.

1911, 288,147—Dec. av., 294,476. Advertising Totals: 1911, 8,376,061 lines Gain, 1911, 467,988 lines

2,227,822 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1911, to December 31, 1911.

Chicago, *Evening News*. Average 1911, 10,000.

Chicago, *Evening Star*. Average 1911, 10,000.

Chicago, *Evening Journal*. Average 1911, 10,000.

Chicago, *Evening American*. Average 1911, 10,000.

Chicago, *Evening Times*. Average 1911, 10,000.

**Boston, Evening Transcript (◎◎).** Boston's tea-table paper. Largest amount of week day ad.

**Boston, Daily Post.** Greatest Sept. of the *Boston Post*. Circulation averages: *Daily Post*, 415,535; gain of 61,929 copies per day over Sept., 1911. *Sunday Post*, 318,604, gain of 23,104 copies per Sunday over Sept., 1911.

**Boston, Herald and Traveler-Herald,** all-day circulation over 200,000. A great quality newspaper in the morning and concentrated local and suburban circulation in evening.

**Lawrence, Telegram,** evening, 1911 av. 8,600. Best paper and largest circulation in its field.

**Lynn, Evening Item.** Daily sworn av. 1909, 18,839; 1910, 16,662; 1911, 16,887. Two cents. Lynn's family paper. Covers field thoroughly.

**Salem, Evening News.** Actual daily average for 1911, 18,872.

**Worcester, Gazette,** evening. Av. Jan. to Dec., '11, 19,051. The "Home" paper. Largest ev'g circ.

#### MICHIGAN

**Detroit, Michigan Farmer.** Michigan's only farm weekly. Guaranteed circulation 80,000.

**Jackson, Patriot.** Aver. year, 1911, daily 10,365; Sunday, 11,313. Greatest circulation.

#### MINNESOTA

**Minneapolis, Farmers' Tribune,** twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1911, 31,387.

**Minneapolis, Farm, Stock and Home,** semi-monthly. Actual average for year ending Dec. 31, 1911, 103,728.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

**Minneapolis, Journal.** Every evening and Sunday (◎◎). In 1911 average daily circulation, 78,119. In 1912 average Sunday circulation, 82,203. Daily average circulation for Sept., 1912, evening only, 83,045. Average Sunday circulation for Sept., 1912, 84,850.

**CIRCULATION** **Minneapolis, Tribune**, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ended Dec. 31, 1911, 98,586. Average circulation of Sunday *Tribune* for same period, 117,304. Average net paid circulation for 1911, daily *Tribune*, 92,000; Sunday *Tribune*, 109,318.

#### MISSOURI

**St. Louis, National Farmer and Stock Grower,** Mo. Actual average for 1911, 123,839

#### NEW JERSEY

**Camden, Daily Courier,** covers Southern New Jersey. 10,360 daily average 1st 4 mos. 1912. **Camden, Post-Telegram**, 10,410 daily average 1911. Camden's oldest daily.

**Trenton, Evening Times.** 1c—'07, 20,370; '08, 21,326; '09, 19,063; '10, 19,234; '11, 20,115.

#### NEW YORK

**Albany, Evening Journal.** Daily average for 1911, 18,381. It's the leading paper.

**The Brooklyn Standard Union,** Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1911, 61,119.

**Buffalo, Courier, morn. Ave.** 1911, Sunday, 17,764; daily, 80,368. **Enquirer**, evening, 33,881.

**Buffalo, Evening News.** Daily average 1911, 14,794.

**Gloversville and Johnstown, N. Y. The Morning Herald.** Daily average for 1911, 6,237.

#### NEW YORK CITY

**The Globe** Largest high-class evening circulation. Counts only papers sold for cash. Net cash daily average, Oct. 1st, 1911, to Sept. 30th, 1912, 137,713. A. A. A. and N. W. Ayer & Son certificates.

**Schenectady, Gazette,** daily. A. N. Licty. Actual Average for 1911, 30,817. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

**Schenectady, Union Star**, 75¢ "home" circ. cve. Sp. features: Autos, Sports, Women's, Fin. Fra. Utica, *National Electrical Contractor*, mo. Average for 1911, 2,638.

#### NORTH CAROLINA

**Charlotte, News,** only Evening and Sunday paper in two Carolinas. The *News* leads.

#### OHIO

**Cleveland, Plain Dealer.** Est. 1841. Actual average for 1911: Daily, 98,139; Sunday, 135,191. For Sept., 1912, 110,742 daily; Sunday, 135,481.

**Youngstown, Vindicator.** D'yav., '11, 16,422. LaCoste & Maxwell, N. Y. & Chicago.

#### PENNSYLVANIA

**Erie, Times,** daily. 21,606 average, Sept., 1912. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

**Philadelphia, The Press (◎◎)** is Philadelphia's Great Home Newspaper. Besides the *Guaranteed Star*, it has the Gold Marks—and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Jan., 1912, 88,585; the Sunday *Press*, 176,272.

**Washington, Reflector and Observer,** circulation average 1911, 15,923.

**West Chester, Local News,** daily, W. H. Hodgson. Aver. for 1911, 18,849. In its 40th year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

**Wilkes-Barre, Times-Leader,** evening, 18,401 net, sworn. A. A. A. examination.

**Williamsport, News, eve.** Net av. 9,523, June, 1912, 9,782. Best paper in prosperous region.

**York, Dispatch and Daily.** Average for 1911, 18,527. Covers its territory.

#### RHODE ISLAND

**Newport, Daily News,** (evening) 66th year. Covers field. Circulation for 1911, 4,406.

**Pawtucket Evening Times.** Average circulation for 1911, 20,297—sworn.

**Providence, Daily Journal.** Average for 1911, 25,057 (◎◎). Sunday, 32,888 (◎◎). **Evening Bulletin**, 50,486 average 1911.

**Westerly, Daily Sun,** George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1911, 8,648.

#### SOUTH CAROLINA

**Charleston, Evening Post.** Evening. Actual daily average 1911, 8,339.

**Columbia, State.** Actual average for twelve months ending June 30, 1912, daily 17,970; Sunday, 18,625. August, 1912, average, daily, 20,986; Sunday, 20,956.

## VERMONT

Barre, *Times*, daily. Only paper in city. Av. 1911, 5,764. Examined by A.A.A.

Burlington, *Free Press*. Examined by A.A.A. 8,968 net. Largest city and state.

## VIRGINIA

Danville, *The Bee* (eve.). Aver. Sept., 1912, 5,266. *The Register* (morn.), av. Sept., 12, 3,128.

## WASHINGTON

Tacoma, *Ledger*. Average year 1911, daily, 19,001 Sunday, 27,288.

Tacoma, *News*. Average for year 1911, 19,210.

## WISCONSIN

Fond Du Lac, *Daily Commonwealth*. Average year 1911, 8,971. Established over 40 years ago.

Janesville, *Gazette*. Daily average, July, 1912, daily 6,016; semi-weekly, 1,701.

Madison, *State Journal*, daily. Actual average circulation for year 1911, 7,917.

Racine (Wis.) *Journal-News*. Average June, 1912, circulation, 6,930.



**Milwaukee.** The *Evening Wisconsin*, daily. Average daily circulation for first 6 mos. 1912, 14,104, an increase of over 4,000 daily average over 1911. The *Evening Wisconsin*'s circulation is a home circulation that counts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy" Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas H Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York. Eddy & Virtue, 1054 Peoples' Gas Bldg., Chicago.

## MANITOBA, CAN.

Winnipeg, *Der Nordwesten*. Canada's National German weekly. Av. 19.1 23,028. Rates 50c. in.

## ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1911, 8,628.

## SASKATCHEWAN, CANADA

Regina, *The Leader*. Aver. May, 1912, 11,086. Average 1st 5 months, 1912, 11,017. Largest circulation in Saskatchewan.

## Want-Ad Mediums

## CONNECTICUT

MERIDEN *Morning Record*. Unusually large lead in Want Ads, in exceptionally profitable field. Rate, cent a word; 6 cts. for 7 times. NEW HAVEN *Register*. Leading want ad medium of State. Rate 1c. a word.

## DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

## ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

THE Chicago *Examiner* with its 541,623 Sunday circulation and 216,698 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

## MAINE

THE *Evening Express* and *Sunday Telegram* carry more Want Ads than all other Portland papers combined.

## MARYLAND

THE Baltimore *News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



THE Boston *Globe*, daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads; a gain of 18,723 over 1910, and 340,856 more than were printed by any other Boston newspaper.



## MINNESOTA

THE Minneapolis  *Tribune* is the recognized Want Ad Medium of Minneapolis.

**CIRCULATION** THE Minneapolis  *Tribune* is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Sept., 12, amounted to 301,735 lines. The number of individual advertisements published was 46,013. **INK PUB. CO.** Rates: 1 cent a word, cash with the order—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



THE Minneapolis *Journal*, every Evening and Sunday, carries more advertising every month than any other newspaper in the Twin Cities. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Cash order one cent a word, minimum, 20 cents.



THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

## OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

**PENNSYLVANIA** THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

THE Salt Lake *Advertiser*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

## (○○) Gold Mark Papers (○○)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign ○.—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 30 cents per line per week. Two lines (the smallest advertisement accepted) cost \$31.20 for a full year, with 10 per cent discount, or \$28.08 if paid wholly in advance.

### ALABAMA

*The Mobile Register* (○○). Established 1821. Richest section in the prosperous South.

### DISTRICT OF COLUMBIA

*The Evening and Sunday Star*. Dy av. 1st 4 mos. 11,64,154. (○○) Delivered to nearly every home.

### ILLINOIS

*Bakers' Helper* (○○), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

*The Inland Printer*, Chicago (○○). Actual average circulation for 1910-11, 17,104.

### KENTUCKY

*Louisville Courier-Journal* (○○). Best paper in city; read by best people.

### MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (○○).

Boston *Evening Transcript* (○○), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (○○). Only French paper among 75,000 French population.

### MINNESOTA

The *Minneapolis Journal* (○○). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

### NEW YORK

*Brooklyn Eagle* (○○) is THE advertising medium of Brooklyn.

*Dry Goods Economist* (○○), the recognized authority of the Dry Goods and Department Store trade.

*Electrical World* (○○) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. **McGRAW PUBLISHING CO.**

*Engineering Record* (○○). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 18,000 weekly. **McGRAW PUBLISHING CO.**

*New York Herald* (○○). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

*The Evening Post* (○○). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post."—Printers' Ink.

*Scientific American* (○○) has the largest circulation of any technical paper in the world.

*The New York Times* (○○) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

*New York Tribune* (○○), daily and Sunday. Daily, now one cent—the best for the least.

### PENNSYLVANIA

*The Press* (○○) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guaranteed Star and the Gold Marks—the three most desirable circulation distinctions. Jan., 1912, sworn net average, Daily, 85,563; Sunday, 174,272.

## THE PITTSBURG (○○) DISPATCH (○○)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

### RHODE ISLAND

*Providence Journal* (○○), only morning paper among 600,000 people.

### TENNESSEE

The Memphis *Commercial-Appeal* (○○) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The *Commercial-Appeal* passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

### WISCONSIN

The Milwaukee *Evening Wisconsin* (○○), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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**Investigate the  
Editorial Contents  
Character of Subscriptions  
Method of Securing Subscriptions**

If the publication creditably stands the test, it's unquestionably a good advertising medium.

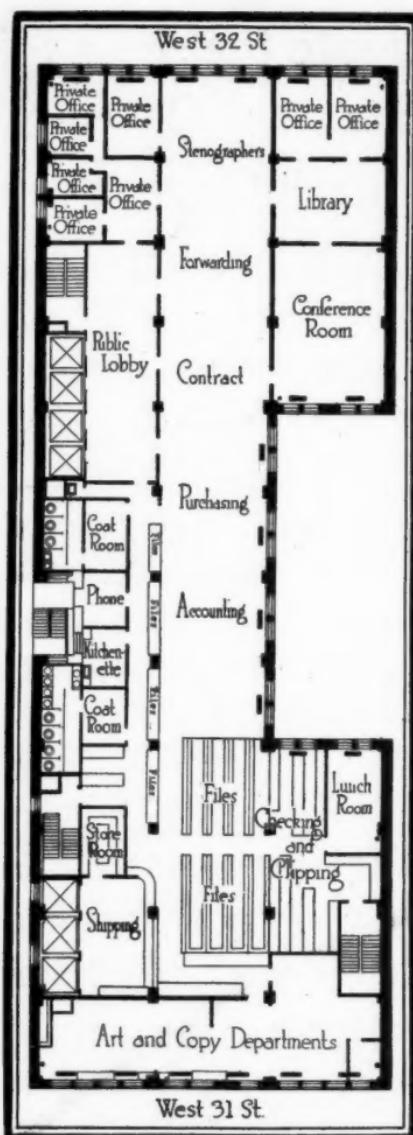
# **PRINTERS' INK**

welcomes a triple examination, and will rest its case on your decision.

We have compiled a list of 1,000 of our subscribers—representing less than 5/44 of our total circulation—and we will gladly send a copy on request to interested publishers, advertising agents, paper manufacturers, printers, office appliance concerns and others who can be benefited by advertising in PRINTERS' INK.

This list will help in your decision.

**PRINTERS' INK PUBLISHING CO.**  
**12 West 31st Street** **New York**



BY November First, the advertising agency of Frank Seaman Incorporated will have moved to the Cuyler Building, 120 West Thirty-Second Street, New York.

An entire floor, running through from Thirty-Second to Thirty-First Street, provides more than double the floor space of the former quarters, and has been carefully laid out to give maximum efficiency to both the mechanical and creative departments of this advertising service.

# FRANK SEAMAN INCORPORATED